

Study conducted for

Sandy City

December 2007

Study conducted by

Dan Jones
& ASSOCIATES

Dan Jones & Associates • 515 South 700 East • Trolley Corners, Suite 3H • Salt Lake City, UT 84102
801.322.5722 • Fax: 801.322.5725

Table of Contents

Introduction	1
Research Objectives.....	1
Procedures	1
Sample.....	2
Fieldwork	2
Data Analysis.....	3
Executive Summary	4
Significant Changes From the 2006 Survey	4
Synopsis	5
Road Improvements Continue to Be a Top Priority	6
Growth Remains Most Important Issue	6
City Services Are Satisfactory	6
Property Taxes Are Perceived as High or Comparable to Other SL County Cities.....	9
Residents Seem Content Living in Sandy	9
Communication With the City Should Be a Focus Area	10
City Newsletter Is the Most Reliable Source on Sandy City Issues.....	Error! Bookmark not defined.
Residents Make Suggestions for City Management.....	11
Charts and Significant Demographics.....	12
Q. 1: Are you a resident of Sandy City?	12
Q. 2: City quadrant	12
Q. 3: How would you rate Sandy City today compared to five years ago?	13
Q. 4: What major improvement have you seen occur in Sandy in the past five years?..	14
Q. 5: What major improvement would you like to see in the next five years?	14
Q. 6–7: What would you consider to be the most important issue facing Sandy today?	15
Q. 8–38: Please rate the following Sandy services using a 1–5 scale	16
Q. 8–11: The first set of questions is regarding Law Enforcement.....	17
Q. 12: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	19
Q. 13–14: Now about Emergency Services.....	20
Q. 15: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	21
Q. 16–20: The next ratings are about Sandy's Public Works.....	21
Q. 21: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	24
Q. 22–25: Now regarding the Public Utilities Department	25
Q. 26: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	28
Q. 27–28: Using the same 1-to-5 scale, please rate the following Community Events	29
Q. 29: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	30
Q. 30–35: Are you satisfied or dissatisfied with the following City Recreation programs? ...	31
Q. 36: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	36
Using the same 1-to-5 scale, are you satisfied or dissatisfied with the following...?	37
Q. 37: Courtesy of city employees	37
Q. 38: Overall work performance of city employees	38
Q. 39: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?	38
Q. 40: What is your perception of property taxes in Sandy compared to other cities?	39
Q. 41–45: Please tell me whether you agree or disagree with the following statements....	40
Q. 46: During the past year, have you contacted any Sandy City office?	43
Q. 47: [IF YES] Were you generally satisfied or dissatisfied with the city's response?	44

Q. 48: [IF DISSATISFIED] Which department did you contact and why were you dissatisfied?	45
Q. 49–55: How reliable do you consider each of the following sources?	45
Q. 56: How would you personally define quality of life?	47
Q. 57: What suggestions, comments, or questions do you have?	48
Copyright Notice	49
Questionnaire With Results	Appendix A
Respondent Comments	Appendix B
Demographic Cross-Tabulations	Appendix C

Introduction

Sandy City commissioned Dan Jones & Associates, Inc., a full-service, independent, public opinion and market research firm located in Salt Lake City, Utah, to conduct and compile an opinion survey of 500 Sandy residents. Waves of the study have been conducted in 1995, 1996, 1997, 1999, 2000, 2001, 2002, 2003, 2004, 2006, and 2007.

Research Objectives

This research was designed to:

- Identify the most important issues facing Sandy City.
- Assess perceptions of City accomplishments and development.
- Evaluate residents' ratings of several Sandy City services.
- See how residents believe the city's property taxes compare to other cities in Salt Lake County.
- Determine how relevant residents feel they are to City decisions.
- Measure feelings of safety in the City.
- Inspect residents' interaction with various City offices and their satisfaction with the City's response.
- Gauge the reliability of various information sources in helping residents understand Sandy City issues.
- Ascertain how residents define quality of life.
- Solicit suggestions for managing or improving Sandy City.
- Where applicable, compare current findings with past results.

Several questions were eliminated in 2007 from the 2006 survey to allow room for elaboration from residents dissatisfied with City services.

Procedures

Dan Jones & Associates developed the questionnaire in conjunction with Sandy City. To meet the research objectives, 514 individuals were interviewed by telephone in December 2007, during evening hours on weekdays and during daytime hours on Saturdays. All interviews were conducted in the Dan Jones & Associates Data Collection Center, where interviewers are supervised and monitored.

Prior to implementation, the client approved the questionnaire. Before any fieldwork began, the survey instrument was thoroughly pretested on individuals selected at random from the sample universe. The pretest is designed to detect discrepancies that might exist in the instrument in terms of clarity, completeness, level of shared language, and appropriateness of questions. The client approved all changes made to the questionnaire as a result of the pretest.

Sample

Dan Jones & Associates utilized a random sampling procedure, giving each residence within the sample universe an equal opportunity of being selected for an interview. The margin of error for this survey is $\pm 4.5\%$ for total data. The margin of error increases for the responses of subgroups within the data. This study has a 95% confidence level, meaning that no more than one time in twenty should chance variations in the sample cause the results to vary by more than the margin of error ($\pm 4.5\%$) from the answers that would be obtained if all people in the survey universe were polled.

Year	Sample Size
December 1995	502
December 1996	500
December 1997	505
December 1999	507
December 2000	502
December 2001	505
December 2002	513
December 2003	504
December 2004	504
December 2006	506
December 2007	514

Fieldwork

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and have proven to be reliable, thorough, and able to develop excellent rapport with respondents. Interviewers were cautioned to limit their interaction with respondents concerning individual responses to the questionnaire. To assure consistency in reciting the questions and in recording the responses, the project director carefully briefed each interviewer.

Both structured and unstructured questions were used to measure intensity of opinions and to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups.

Data Analysis

The staff of Dan Jones & Associates prepared statistical results. Each question has a response distribution, as well as a series of demographic cross-tabulations, which organize responses by various groupings and allow for detection of differences that may exist between opinions of subgroups.

SPSS (Statistical Package for Social Science) was used to analyze the data. Statistical tests were conducted to determine if the differences found in the relationships between various populations were real or merely due to chance. Checkmarks (✓) highlight statistically significant findings.

Survey results are included in the Executive Summary and the Charts and Significant Demographics sections. Appendices include the questionnaire with results, respondent comments, and demographic cross-tabulations.

Because of rounding, response distribution on individual question results may not always total 100%.

Executive Summary

Significant Changes from the 2006 Survey

- **2007 road improvements are recognized.** Several questions indicate that residents have noticed improvements in roads in the past year. For example, Question 4 asks, “What is the major improvement, if any, that you have seen occur in Sandy City over the past five years?” The number answering “road improvement / streets” increased from 15% in 2004 and 2006 to 23% in 2007. Next, Question 5 asked what one major improvement residents would *like* to see in the next five years; the number responding “road improvement” fell from 16% in 2006 to 11% in 2007. Additionally, the mean score rating for “surface maintenance on city streets” climbed from 3.44 in 2006 to 3.52 in 2007, indicating that residents are more satisfied with this service this year than last.
- **Traffic control getting better.** Residents are less likely now to name “better traffic control” as the one major improvement they would like to see in the next five years that would make living in Sandy better for them. In 2006 the percentage was 13%, compared with 6% in 2007.
- **Growth is not the major concern it once was.** When asked what they consider to be the most important issue facing Sandy City today, residents have traditionally overwhelmingly responded “growth / increased population.” Through 2001, over 30% mentioned this issue when responding to this question. Between 2002 and 2006, the percentage offering this response varied between 20% and 30%, and in 2007, it declined to 19%. Although it is still the most frequently mentioned response, fewer than half as many residents consider growth to be *the most important* issue facing Sandy as did ten years ago.
- **Public Utilities Department is rated higher.** The mean scores for three of the four Public Utilities Department services addressed improved in both 2006 and 2007 over 2004 scores. *Utility billing system* went from 3.76 to 3.91 to 3.96 over that time (using a scale of 1 / very dissatisfied to 5 / very satisfied), while *culinary (drinking) water services* climbed from 3.94 to 4.07 to 4.17 and *storm water drainage* rose from 3.68 to 3.83 to 3.96. Only *street lighting*, first tracked in 2004 (3.93), decreased from 2006 (3.98) to 2007 (3.80). Street lighting concerns are a primary reason for a significant number of residents’ low ratings in this area.

- **Recreation programs and facilities.** Four of the six services in the recreation programs and facilities section of the survey posted significantly improved mean scores in both 2006 and 2007. They include: *youth recreation programs*, *adult recreation programs*, the *River Oaks Golf Course*, and *senior citizens programs*.
- **Higher marks for City employees.** City employees receive mean scores over 4.00 in both areas surveyed: *courtesy of City employees* (4.07) and *overall work performance of city employees* (4.01). Both mean scores are up from 2006 (4.04 and 3.95, respectively) and 2004 (3.89 and 3.80, respectively).
- **A continuing trend, fewer residents agree citizens' opinions are considered.** Residents were asked whether they agree or disagree with the following statement: "Before the city makes major decisions, citizens' opinions are considered." Using a four-point scale, where one indicates strong agreement and four means strong disagreement, the mean score for this statement in 2007 is, for the first time, closer to 4 than to 1 (2.53). Comparatively, this statement's mean scores from the prior three surveys were 2.44 (2006), 2.39 (2004), and 2.08 (2003).
- **Citizen interaction with City offices is more satisfactory.** The combined percentage of residents who contacted Sandy City in the past year and said they were satisfied with the city's response is considerably higher in 2007 than in prior years (83% *very satisfied* or *somewhat satisfied*, compared with 75% in 2006 and 78% in 2004).

Synopsis

A significant but decreasing percentage of residents maintain that Sandy City is better today than it was five years ago, with 42% saying it is either *much better* (12%) or *somewhat better* (30%). Comparatively, between 1999 and 2003, the percentage agreeing that Sandy is better varied between 50% and 60%.

More than one in three residents (38%) believe Sandy is about the same as it was five years ago, compared with an average of 27% during the years 1995–2002. As in the past two surveys, 13% say that the city is worse today than five years ago. This is higher than the average 7% between 1999 and 2003, but lower than the average 17% between 1995 and 1997.

Road Improvements Continue to Be a Top Priority

In 2006, 15% of residents recognized road improvements as the major improvement they had seen over the previous five years in Sandy. In 2007, that percentage is much higher at 23%. Other top improvements seen by residents over the past five years include: shopping / business growth (17%) and parks / more parks / recreation (5%). Four percent each say they have noticed development / building and a cleaner city / beautification / landscaping (4%). Another 5% say none / no change / no improvements, and 19% respond “don’t know.”

Despite the acknowledged road improvements, when residents are asked what one major improvement they would like to see in the next five years, road improvement ranks second at 11%, following the don’t know responses (19%). Other top improvements *requested* by residents include: more parks / open space / recreation (6%), better traffic control (6%), lower taxes / tax issues (4%), and ironically, finish roads / reduce construction / no more road construction (4%).

Growth Remains Most Important Issue

As in all previous surveys, growth / increased population (19%) is the top response when residents are asked what they would consider to be the most important issue facing Sandy City today. However, the percentage that name this issue has dropped considerably in recent years, with more than twice as many residents (40%) naming it as recently as 1999. Schools / education, mentioned by 11% in 2007, is listed by the same percentage in 2006 and by 8% and 7% in the preceding two surveys (2003 and 2004, respectively). Real soccer issues continue to be on residents’ minds with 8% of mentions in 2007, down from 9% in 2006. The next two most important issues are traffic / traffic lights and crime / gangs / drugs (7% each). Traffic / traffic lights issues are increasing in importance, having steadily grown from 2% in 2001 to the current 7%. Concern about crime / gangs / drugs is also up from 2004 and 2006 (4% each), but is down from 2003 (12%).

City Services Are Satisfactory

As in the 2006 survey, respondents give city services high ratings in 2007. Using a 1–5 scale, where one means *very dissatisfied* and five means *very satisfied*, residents give all 25 services in the survey a mean score of 3.50 or higher, with more than half receiving scores of 4.00 or higher. In 2006, 17 service areas attained their highest mean scores over the course of the study; in 2007, 12 of these areas again established new highs. An additional two services (beyond the 17 from 2006) posted highest mean scores in 2007.

Highest mean score. Fire services earn the highest mean score (4.48) of this or any prior survey. This is followed by the mean score for emergency medical services (4.42), which ties the score for garbage collection in 2006 (4.42) as the second highest mean score over the course of the study. Garbage collection in 2007 is rated at 4.37. Next, the Sandy Amphitheater (asked for the first time in 2007) is rated at 4.33, and senior citizens programs (4.24) are up from 4.14 in 2006 and 4.00 in 2004.

Most improved. Fifteen of the 24 services that were asked in both 2006 and 2007 have higher mean scores in 2007. The mean score for the River Oaks Golf Course is the most improved, going from 3.73 in 2006 to 4.00 in 2007 (+.27). Other areas of significant improvement include: storm water drainage (+.13 to 3.96), police / response times (+.12 to 3.90), adult recreation programs (+.12 to 3.77), senior citizens programs (+.10 to 4.24) and culinary water services (+.10 to 4.17).

Only two services received scores -.10 or lower than their 2006 scores: snow removal services (-.21 to 3.73) and street lighting (-.18 to 3.80). Although noticeably lower in 2006, the mean score for snow removal services is still among its highest three ratings over the course of the study. The mean score for street lighting is at its lowest point of the three surveys it has been measured (3.93 in 2004 and 3.98 in 2006).

Services by Department

Law Enforcement. All four law enforcement services rank in the bottom half of services provided by the city, with mean scores between 3.50 and 4.00. Police / traffic enforcement, at 3.55, is rated the second lowest of all services and is down slightly from 3.59 in 2006. Animal control services, down from 3.76, is rated at 3.68 this year. Police / response times (3.90) and police / crime prevention (3.94) are both up this year from last (3.78 and 3.92, respectively).

Emergency Services. Both fire services and emergency medical services show considerable improvement over the past three surveys. Fire services, at 4.48, has the highest mean score of any service throughout the course of the study. It is up from 4.40 in 2006 and 4.31 in 2004. Similarly, emergency medical services (4.42) attained its highest mean score in 2007, up from 4.38 in 2006 and 4.24 in 2004.

Public Works. Of the five services included in this department, two are rated above 4.00: garbage collection (4.37) and recycling program (4.15). Both are down from higher scores in 2006 (4.42 and 4.21, respectively), but up from lower scores in 2004 (4.33 and 4.02,

respectively). Two of the three that are rated below 4.00, snow removal services (3.73) and beautification and landscaping on city roadways (3.69) are also down from 2006 (3.94 and 3.78, respectively). Surface maintenance on city streets, the lowest-rated city service at 3.52, is surprisingly the only one of the department that is improved from 2006 (3.44). Its 2006 score is also improved from 2004 (3.41).

Public Utilities. Culinary (drinking) water services (4.17) has the highest mean score of the four services in this department. In 2006 (4.07), it was the first service in this department to be rated over 4.00. Storm water drainage (3.96) has a .13 higher mean score than it did in 2006 (3.83), making it the most-improved service in this area. It had an even higher increase between 2004 and 2006 (+.15, from 3.68). Utility billing system joins storm water drainage at 3.96, which also represents an increase over its 2004 (3.76) and 2006 (3.91) scores. Finally, street lighting, at 3.80, is rated .18 lower in 2007 than in 2006 (3.98). In 2004, the year it was added to the survey, it was rated 3.93.

Community Events. The Sandy Amphitheater was added to the survey in 2007, and with a mean score of 4.33, it is the fourth highest-rated service. The other community event addressed—the Sandy Fourth of July celebration—also rates highly at 4.17. Since 1995, there have been only two years when it was rated higher (2003: 4.20 and 2006: 4.23).

Recreation Programs and Facilities. Four of the six services in this area are rated at 4.00 or higher on the 1–5 scale, indicating a high level of satisfaction. The two highest—senior citizens programs (4.24) and the appearance of city parks (4.22)—rank fifth and sixth among all the services in the survey. The mean score for senior citizens programs (4.24) is its highest rating since 1996. It is up from 4.00 in 2004 and from its second highest rating of 4.14 in 2006. The appearance of city parks, although rated highly this year at 4.22, was rated higher in 2006 at 4.27.

Youth recreation programs and adult recreation programs have both posted improved ratings over the past two surveys. Youth recreation programs, at 3.82 in 2004, climbed to 4.00 in 2006 and to 4.07 in 2007, in both years establishing new highs. Following suit, adult recreation programs, which was ranked the second lowest of all services in 1995 at 3.30, rose from 3.52 in 2004 to 3.65 in 2006 and to 3.77 in the current survey, also setting new highs in both years.

The River Oaks Golf Course and Alta Canyons Sports Center also show improved mean scores since 2004. The mean score for the River Oaks Golf Course increased from 3.64 in 2004 to 3.73 in 2006 and to 4.00 in 2007. The mean score for the Alta Canyons Sports Center rose from 3.62 in 2004 to 3.79 in 2006 and to 3.80 in 2007.

City Employees. Courtesy of city employees (4.07) and overall work performance of city employees (4.01) received mean scores over 4.00 for the first time in 2007, continuing upward momentum from recent surveys.

Property Taxes Are Perceived as High or Comparable to Other SL County Cities

Asked for the first time in 2007 if their perception of property taxes in Sandy City is that they are higher, lower, or about the same as in other cities in Salt Lake County, more than four out of ten residents (44%) say they are higher (10% *much higher*, 34% *somewhat higher*). More than a third (36%) perceive them to be *about the same*, and one in fourteen (7%) believes they are lower (6% *somewhat lower*, 1% *much lower*). One in eight (13%) answer that they don't know how Sandy City taxes compare with other cities.

Residents Seem Content Living in Sandy

Using a 1–4 scale, where one means strong agreement and four means strong disagreement, residents solidly affirm that they think *Sandy is a good place to live*, giving that statement a 1.22 mean score. Scores from prior surveys have ranged between 1.35 (1996) and 1.20 (2003). In each of the two preceding surveys, the mean score for this statement has gradually improved, going from 1.26 in 2004 to 1.24 in 2006 to the current 1.22.

Residents also concur that they *take pride in telling others that they live in Sandy*, as evidenced by this statement's 1.33 mean score. This statement was first included in the survey in 2006, when its mean score was 1.40.

Mean scores for the statement, *“Overall, I feel safe living in Sandy and my neighborhood”* steadily improved over the first six years of the survey, going from 1.53 in 1995 to 1.29 in 2001. Since then, this score has fluctuated little and is currently at 1.30.

Residents were asked, unaided, to define what “quality of life” means to them. As in prior years, safety / no fear of crime / safe environment is the top response (52%). Although about half of the respondents have given this answer in each survey since the question was first asked in 1997, the year-to-year trend is downward, such that the average for the first two

surveys was 59%, while the average of the last two is 49%. This suggests that the meaning residents associate with “quality of life” is slowly broadening, although safety and crime issues are still top of mind for the majority. All other mentions are offered by 5% of the respondents or fewer, including: clean / well kept up / aesthetically pleasing (5%), excellent services / affordable services (4%), good neighbors / friendly / care for each other (3%), good schools / educational opportunities (3%), community spirit / togetherness (3%), and good environment (3%).

Communication With the City Should Be a Focus Area

Two statements gauged residents’ perceived ability to communicate with the city. Again using a 1–4 scale, where one means strong agreement and four means strong disagreement, the statement “*I know how to inform the city about the way I feel on important issues*” is given a mean score of 2.08, indicating that, while more people agree than disagree (2.50 is the midpoint), there are a substantial number who disagree. The mean score for this statement changed little from 2006 (2.10), but was lower (i.e., better) during the years 2001–2004 (average 2.04).

Residents tend to agree even less with the second statement, “*Before the city makes major decisions, citizens’ opinions are considered,*” giving it a mean score of 2.53. The score for this statement has worsened substantially over the past three surveys, moving from 2.08 in 2003 to 2.39 (2004) to 2.44 (2006) to the current 2.53. Responses to these two statements indicate that residents would likely appreciate efforts by the city to enhance the quality of communication between residents and the city.

About half of the respondents (49%) say they have contacted a Sandy City office within the past year to seek service, information, or file a complaint. Prior surveys reveal that about half consistently say they have contacted the city, with responses varying between 41% and 54%. Similarly, about half of those who have contacted the city typically reply that they were *very satisfied* with the city’s response. In the current survey, 54% give this response, while an additional 29% say they were *somewhat satisfied*. A combined 16% say they were dissatisfied (7% *somewhat dissatisfied*, 9% *very dissatisfied*). The percentage of those who say they were dissatisfied is noticeably smaller than in prior surveys: in 2006 it was 24% (11% *somewhat dissatisfied*, 13% *very dissatisfied*); in 2004 it was 22% (10% *somewhat dissatisfied*, 12% *very dissatisfied*); and in 2003 it was 27% (9% *somewhat dissatisfied*, 18% *very dissatisfied*).

A new question in 2006 asked those who were dissatisfied which department they contacted and why they were dissatisfied. All responses are included in Appendix B,

Respondent Comments (Question 48), but top departments mentioned include: Police (30%), Public Works (9%), Garbage (9%), and Code Enforcement (8%).

City Newsletter Is the Most Reliable Source on Sandy City Issues

Respondents were asked which sources of information (from a list of seven) they consider the most reliable in helping them understand Sandy City issues. The City newsletter surfaces as the top response with a mean score of 3.94, on a 1–5 scale, where one means *very unreliable* and five means *very reliable*. The next three sources are clustered around 3.50: *Valley Journal* (3.55), City Web site (3.52), and daily newspapers (3.49). TV news is rated slightly lower at 3.33, followed by radio news (3.15) and word of mouth (3.02). This question is new in the 2007 survey, so no longitudinal data is available.

Residents Make Suggestions for City Management

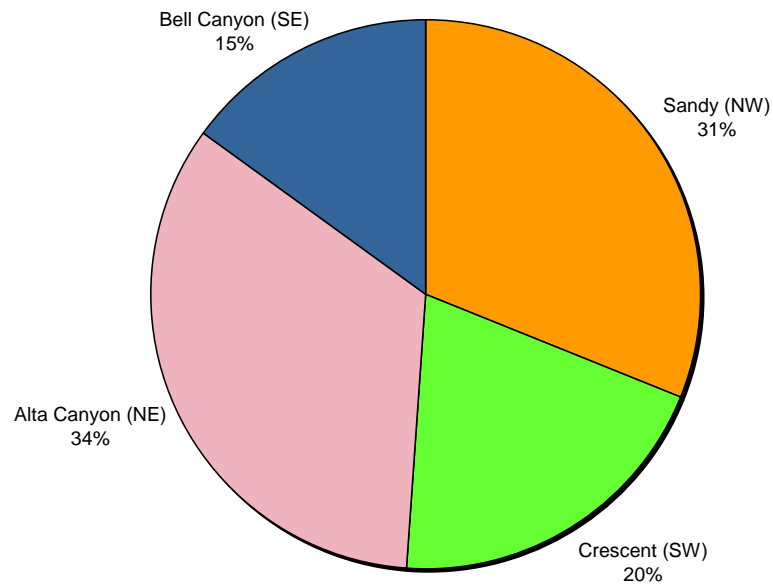
The last question asked for questions, comments, or suggestions for those managing Sandy City. Listen to people continues to top the list in 2007 with 9% of mentions (unchanged from 2006 and down from 14% in 2004). During the years 1997–2003, the top response was keep up good work, ranging from 9% to 24%. In 2007, that response is suggested by 6% of residents. Miscellaneous government issues are also named by 6%. Three percent each offer get information to public / communicate and work on roads / keep working on roads. Nearly two in five (39%) reply don't know.

Charts and Significant Demographics

Q. 1: Are you a resident of Sandy City?

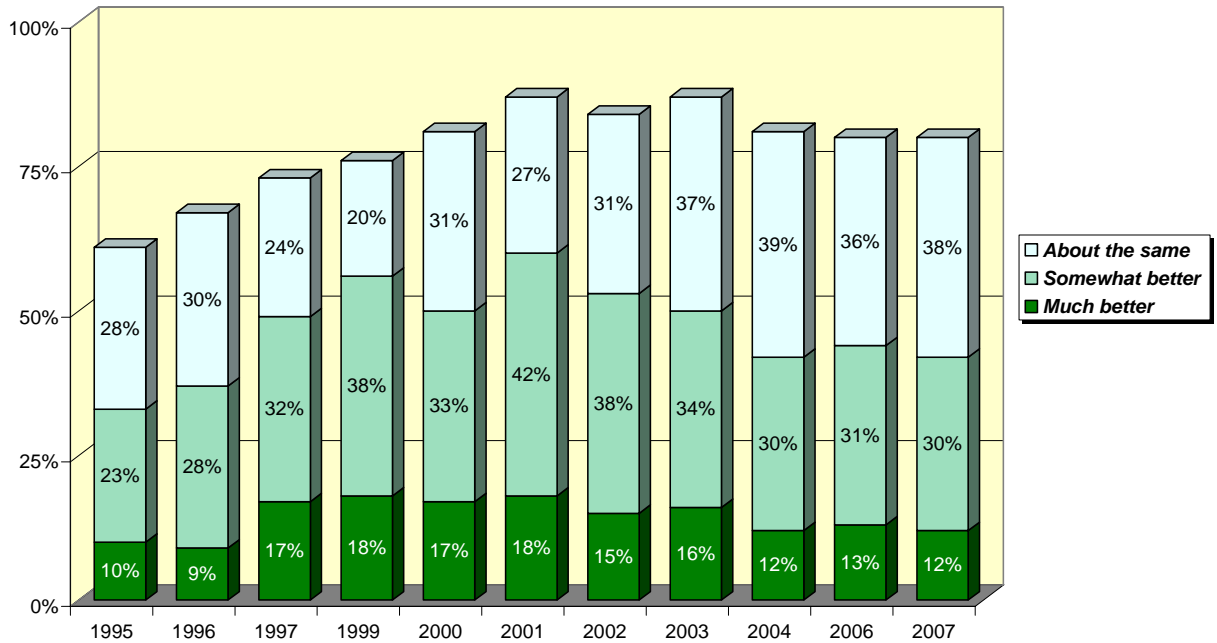
Yes 100%

Q. 2: City quadrant (weighted)



To assure fair representation, the sample was drawn in equal portions from each of Sandy City's quadrants. The data were then weighted to reflect the approximate percentage of population in each quadrant.

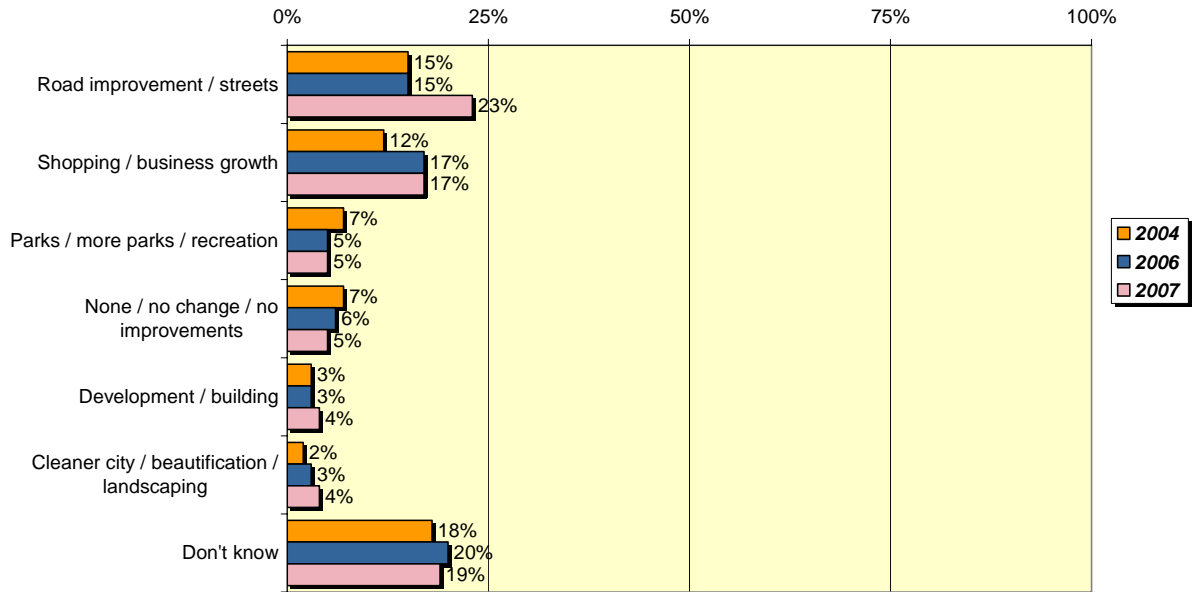
Q. 3: How would you rate Sandy City today compared to five years ago? Would you say it is...?



- ✓ Females are more likely to rate Sandy as *much better*.
- ✓ Respondents with an annual household income of \$80,000–\$100,000 and those who live in the Crescent (SW) quadrant are more likely to rate Sandy as *somewhat better*.

Q. 4: What is the major improvement, if any, that you have seen occur in Sandy City over the past five years? (UNAIDED)

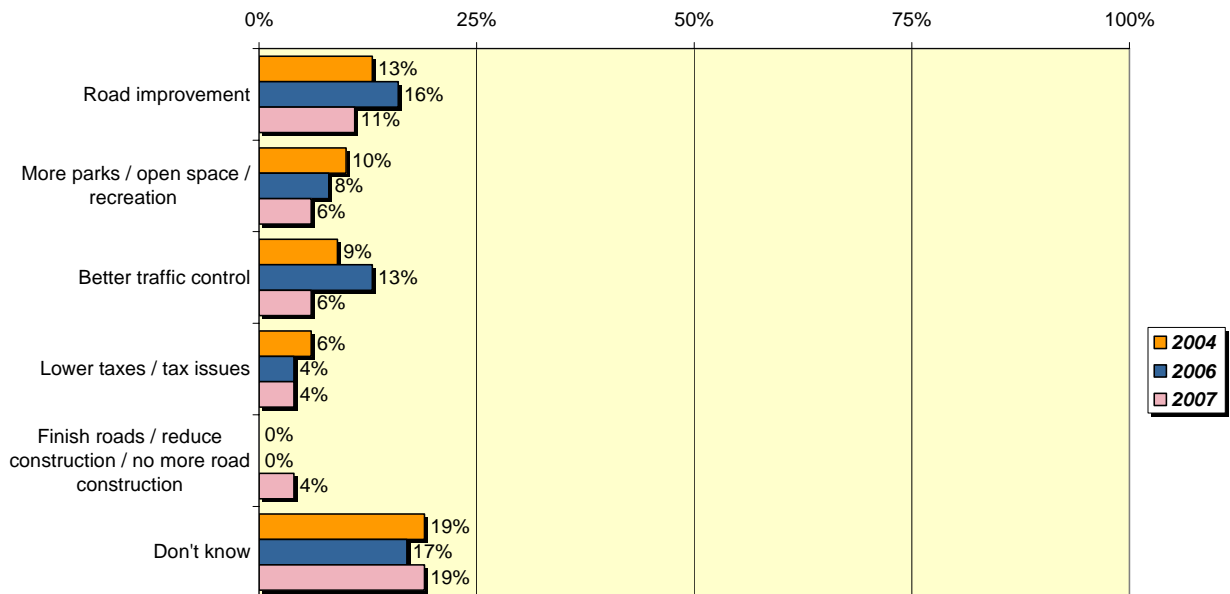
TOP responses listed for last three surveys only



* A list of all responses is available in Appendix B, Respondent Comments

Q. 5: What is the one major improvement that you would like to see in the next five years that would make living in Sandy City better for you? (UNAIDED)

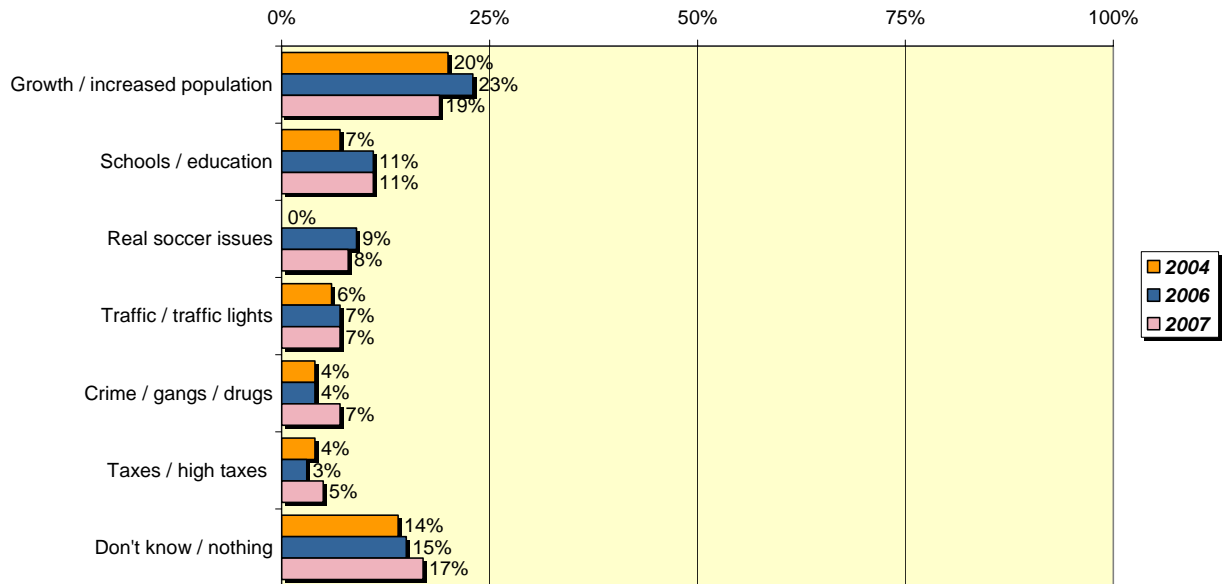
TOP responses listed for last three surveys only



* A list of all responses is available in Appendix B, Respondent Comments

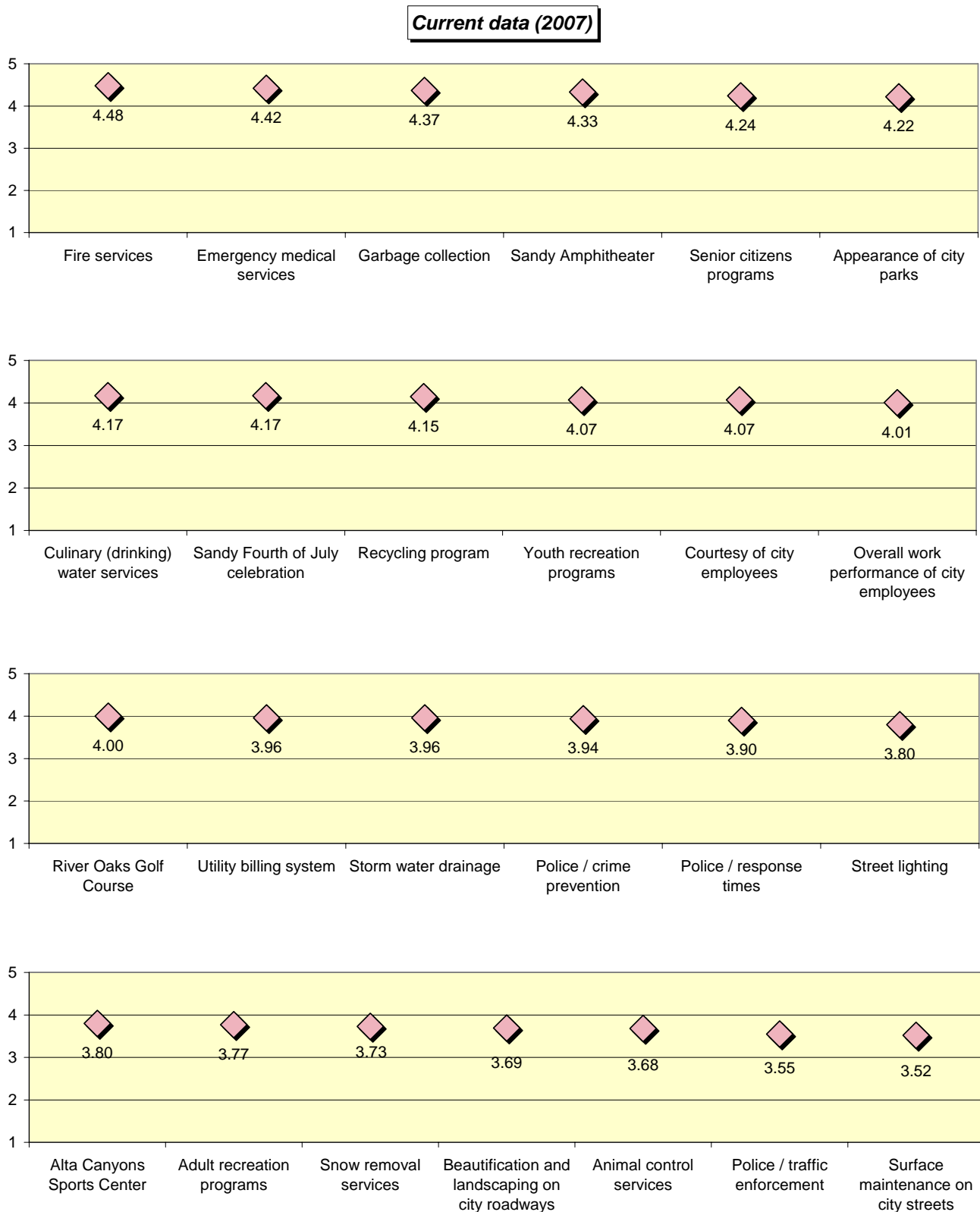
Q. 6–7: What would you consider to be the most important issue facing Sandy City today? What other important issues are facing Sandy City? (First issue mentioned; UNAIDED)

TOP responses listed for last three surveys only

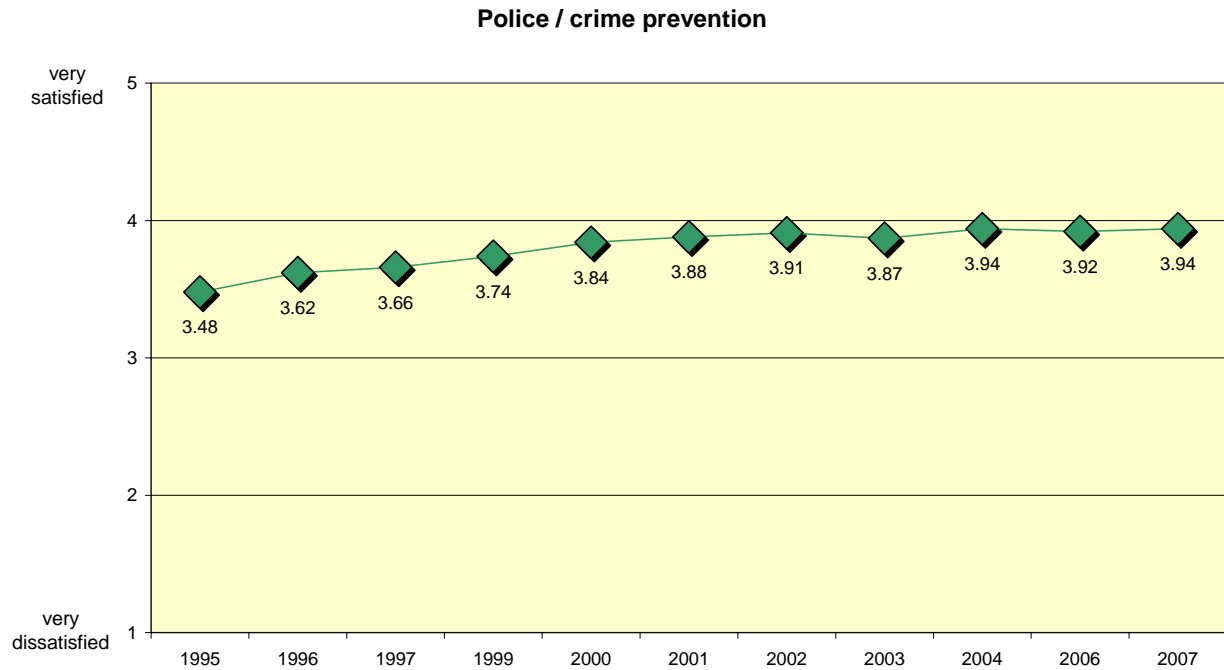


* A list of all responses is available in Appendix B, Respondent Comments

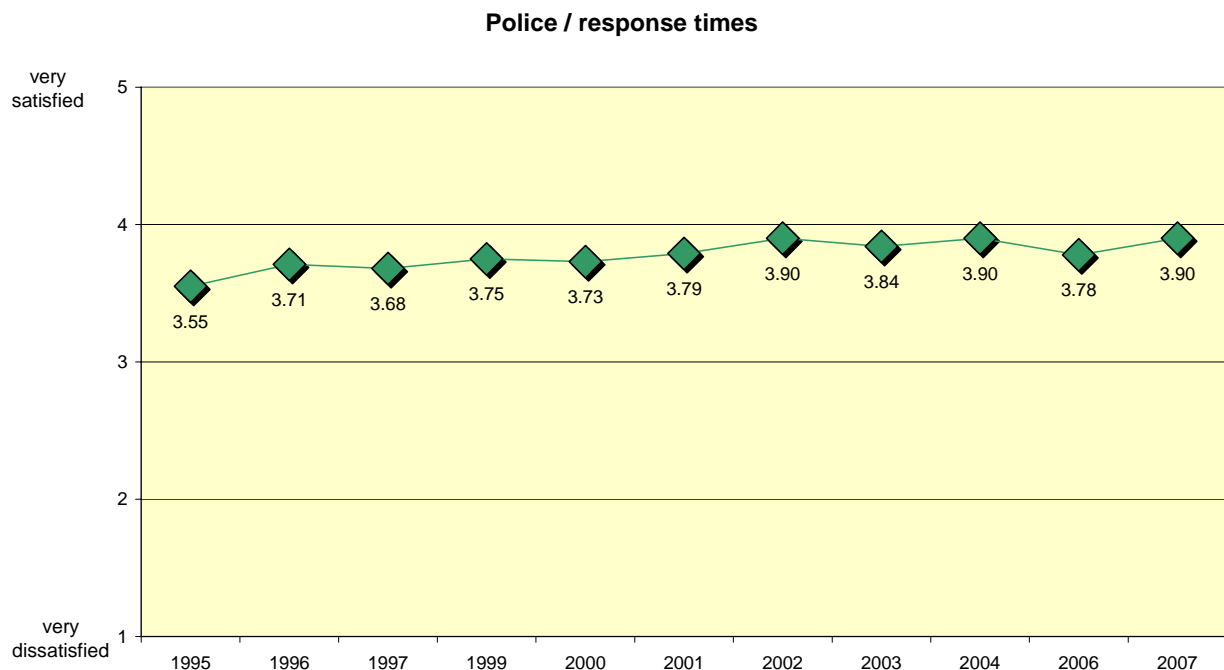
Q. 8–38: Please rate the following Sandy services using a 1–5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores)



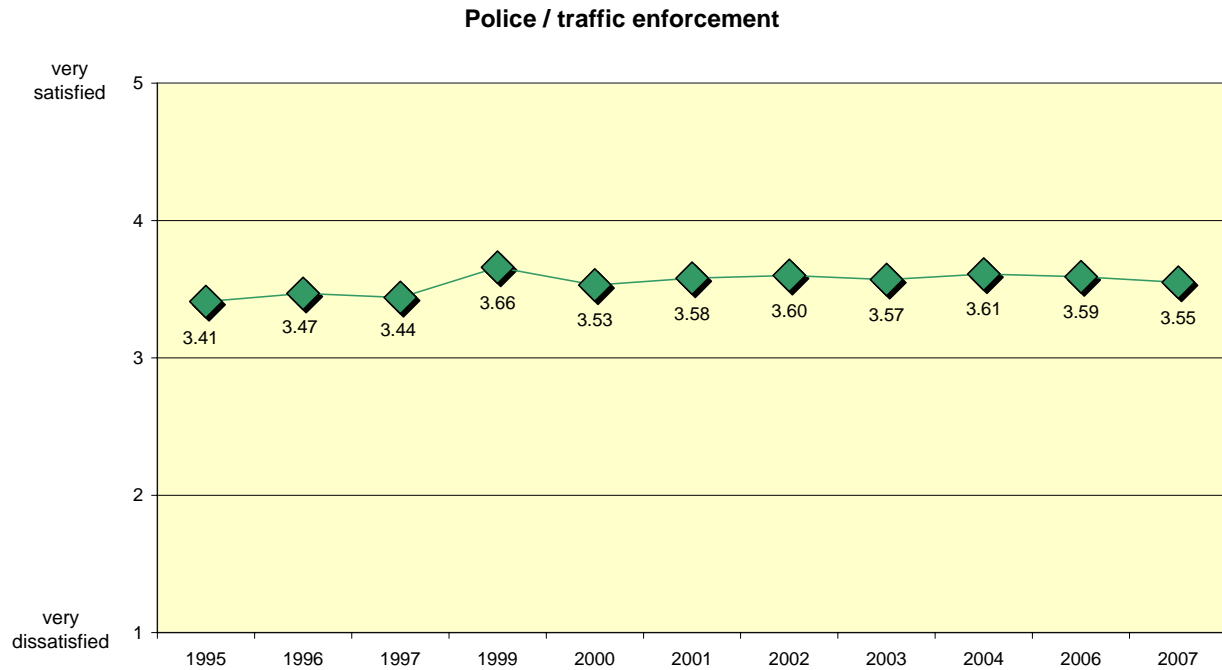
Q. 8–11: The first set of questions is regarding LAW ENFORCEMENT...



- ✓ Respondents with children age 6–11 are more likely to give a higher rating to *police / crime prevention*.
- ✓ Males are more likely to give a lower rating to *police / crime prevention*.

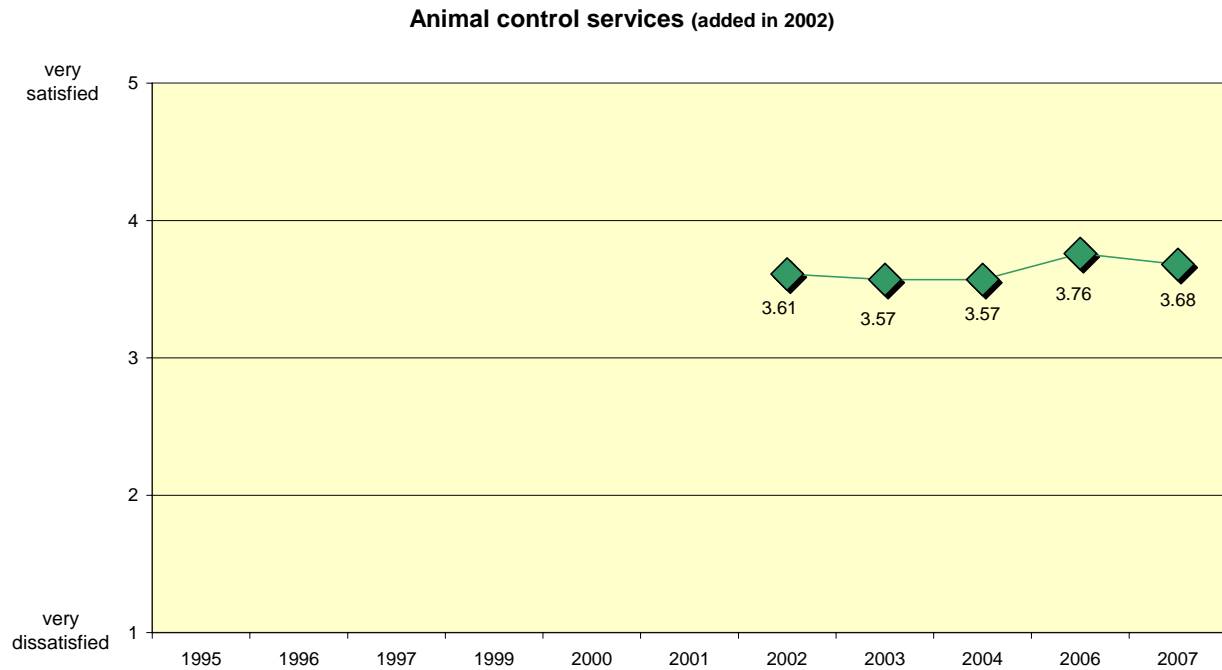


(cont.) Q. 8–11:



- ✓ Respondents who do not have children age 14–15 are more likely to say they are very satisfied (“5” rating) with *police / traffic enforcement*.
- ✓ Respondents age 18–34 and those with children age 6–11 are more likely to give a higher rating to *police / traffic enforcement*.
- ✓ Respondents age 55–64 are more likely to say they are dissatisfied with *police / traffic enforcement*.

(cont.) Q. 8–11:



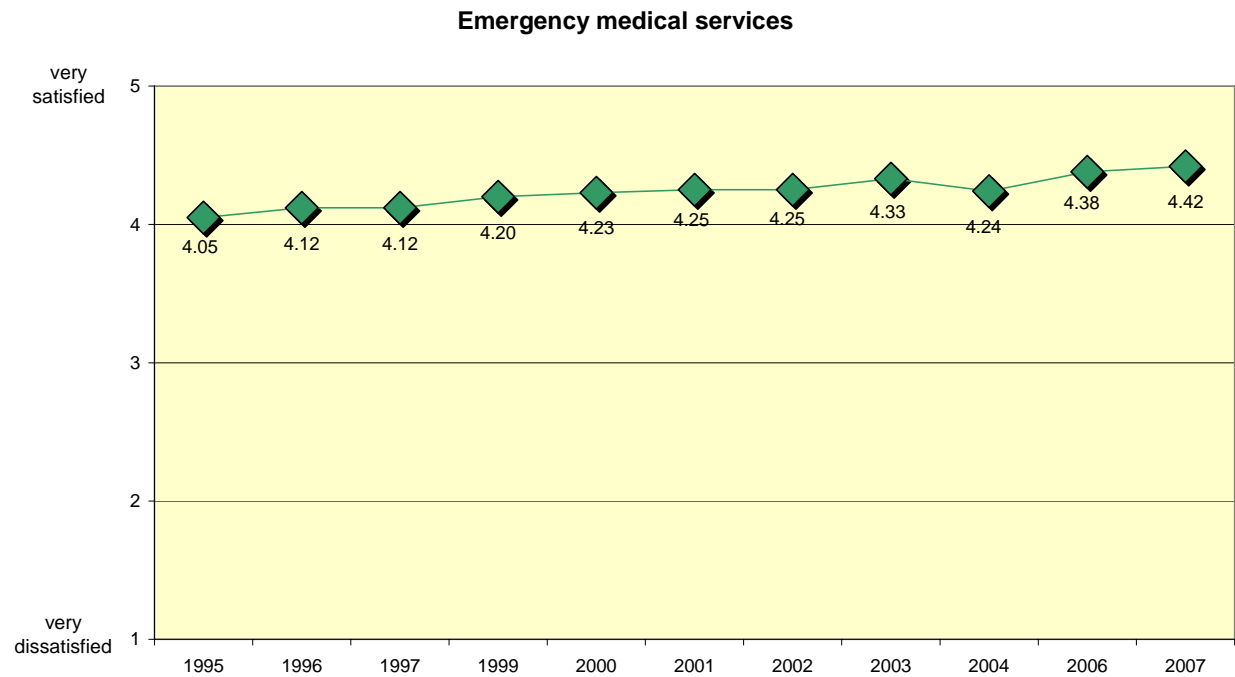
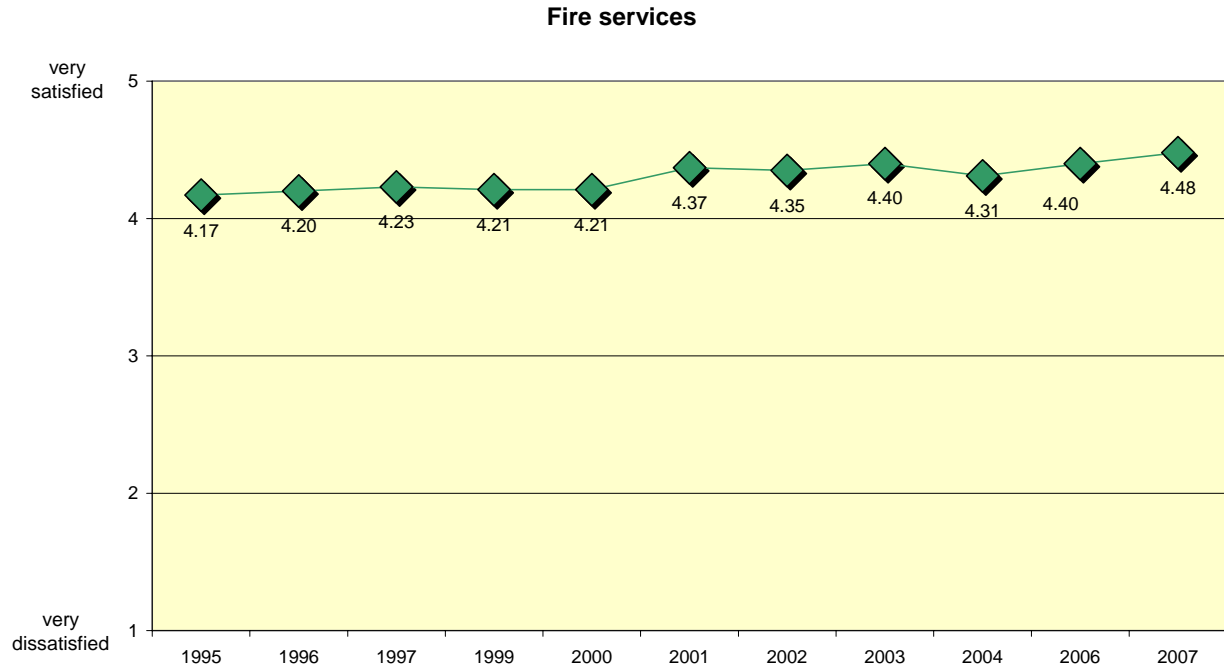
- ✓ Respondents with children under age 18 living at home are more likely to give a rating of “4” to *animal control services*.

Q. 12: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating? (UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give _____ this rating?</i>	2004	2006	2007 (n=138)
Animal enforcement comments	--	--	24%
Too aggressive in giving tickets / speed traps	--	--	21%
Slow response time	--	--	11%
They are never around / need to see them	--	--	10%
Traffic flow comments	--	--	7%
People run red lights / stop signs	--	--	6%

* Top responses shown; all responses are listed in Appendix B.

Q. 13–14: Now about EMERGENCY SERVICES...

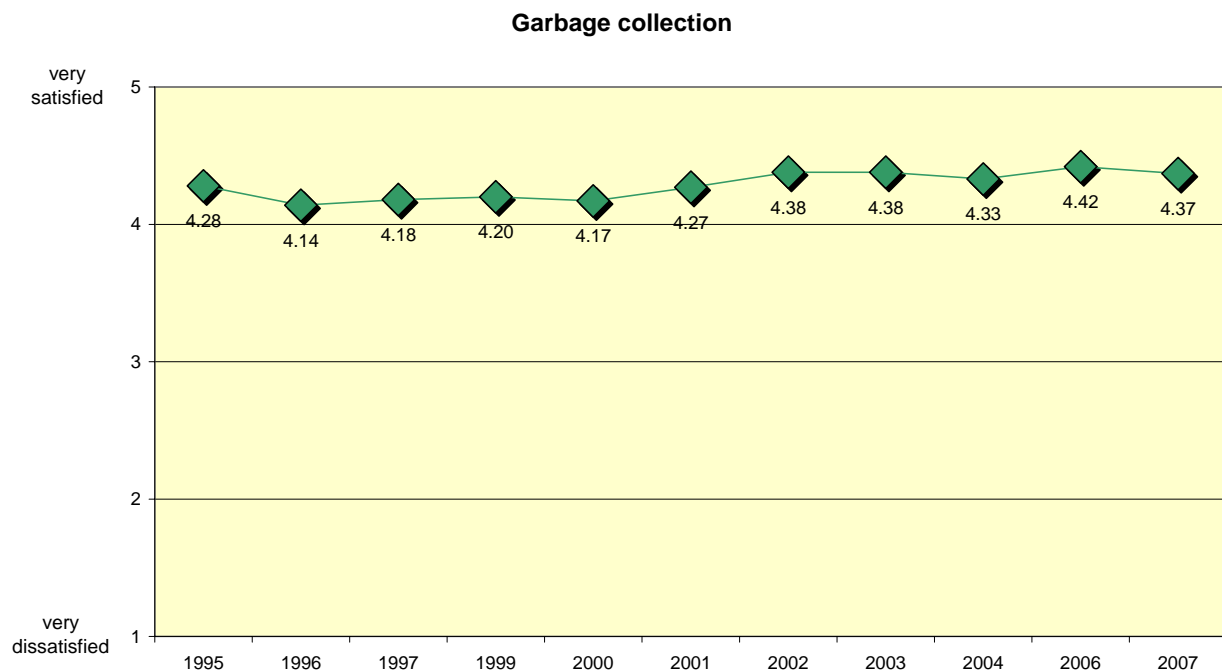


Q. 15: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?
(UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give ____ this rating?</i>	2004	2006	2007 (n=4)
Miscellaneous	--	--	100%

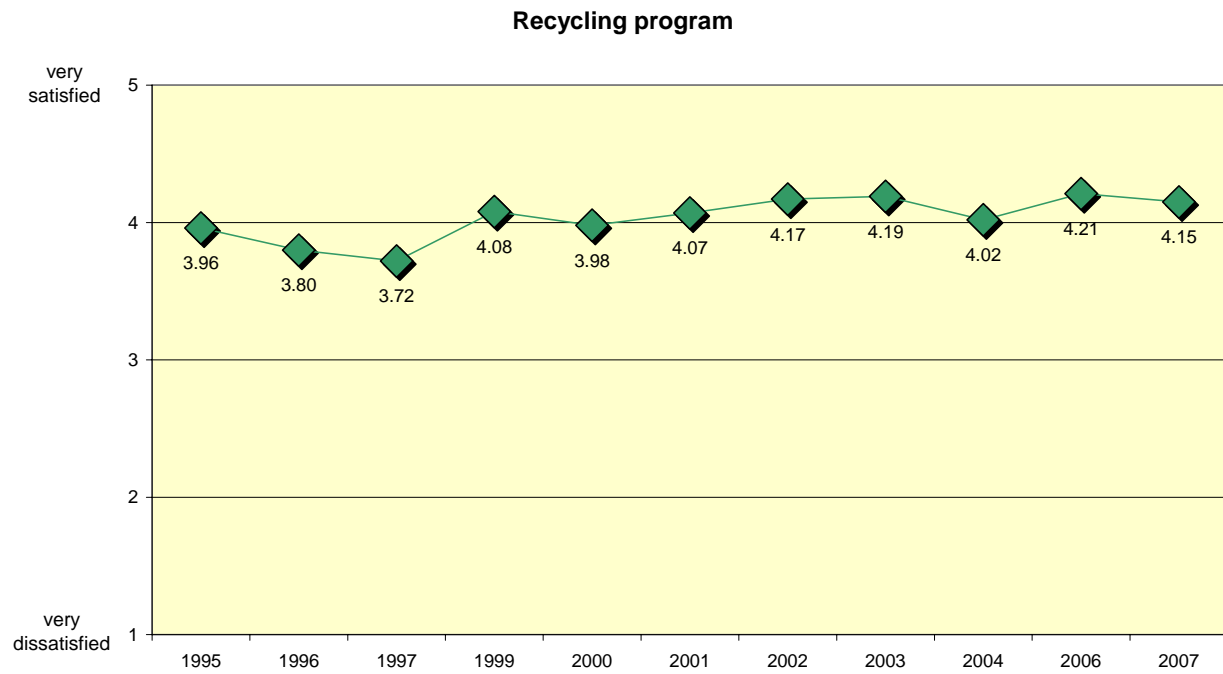
* All responses are listed in Appendix B.

Q. 16–20: The next ratings are about Sandy's PUBLIC WORKS...



- ✓ Respondents age 18–34 or age 65 and over, and those who have a two-year college degree or a degree beyond 4 years of college are more likely to say they are very satisfied (“5” rating) with *garbage collection*.

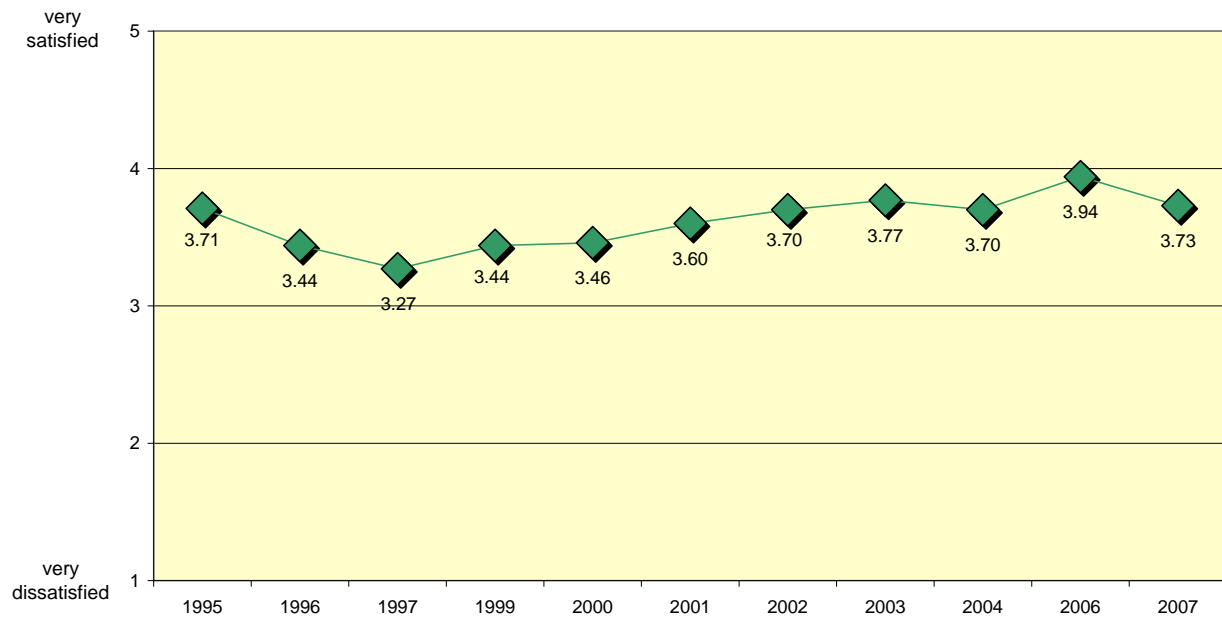
(cont.) Q. 16–20:



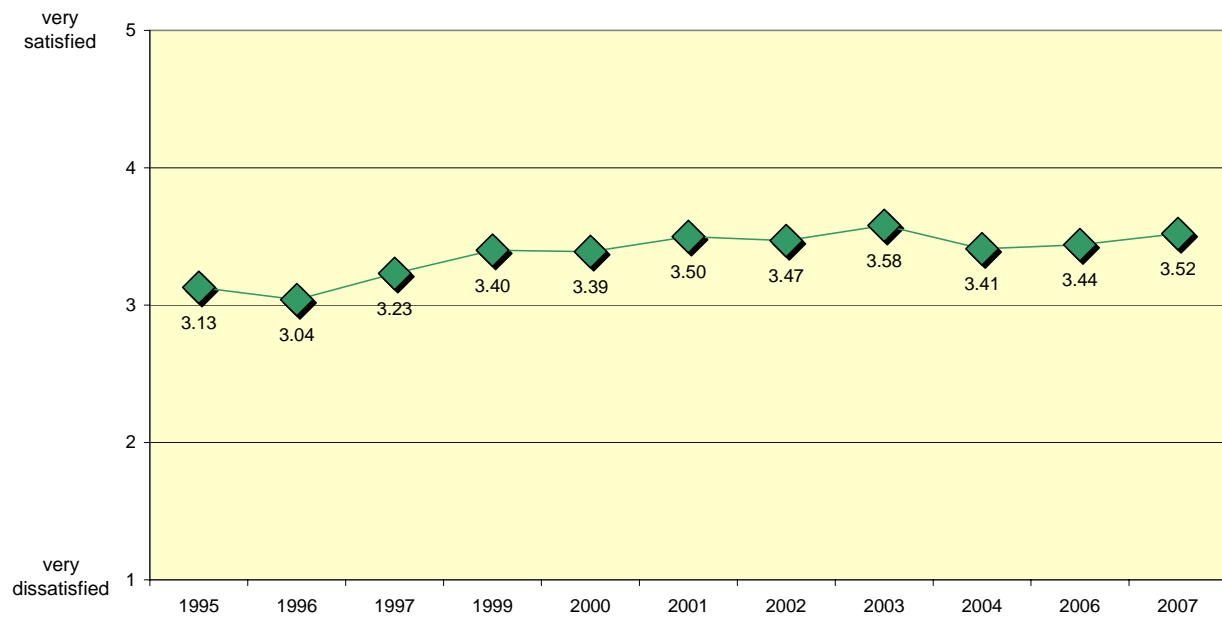
- ✓ Respondents age 18–34 are more likely to say they are very satisfied (“5” rating) with the *recycling program*.

(cont.) Q. 16–20:

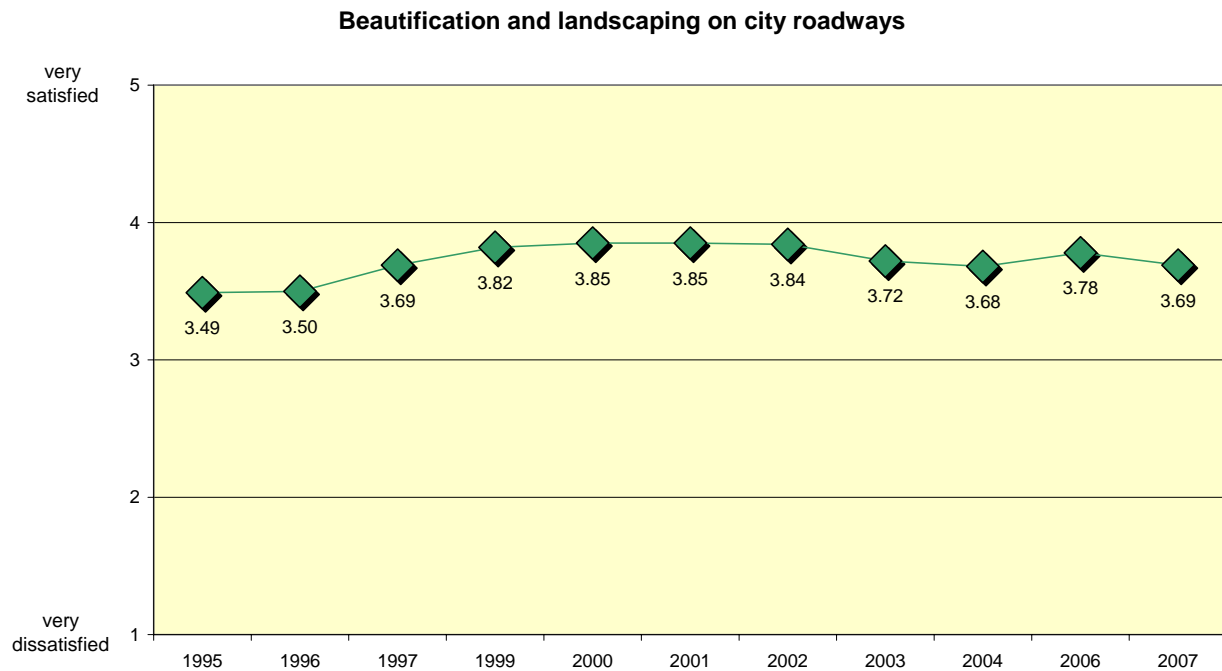
Snow removal services



Surface maintenance on city streets



(cont.) Q. 16–20:



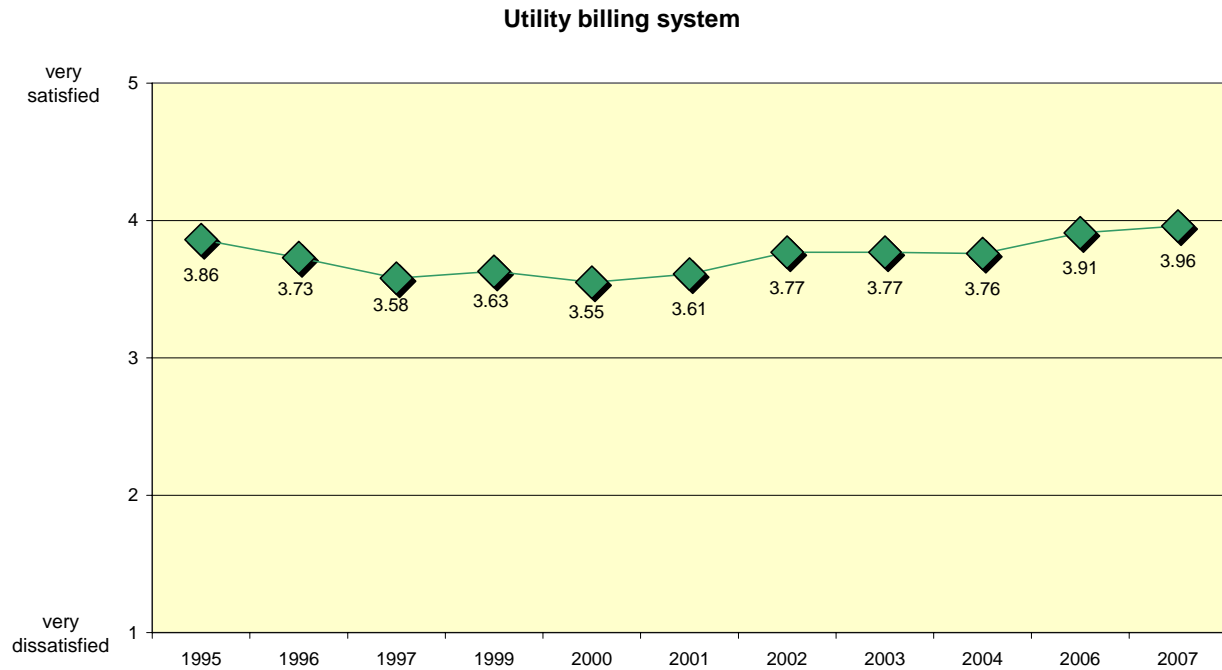
- ✓ Females are more likely to give a higher rating to *beautification and landscaping on city roadways*.
- ✓ Residents in the Crescent (SW) quadrant are more likely to give a rating of “5” to *beautification and landscaping on city roadways*.
- ✓ Residents in the Alta Canyon (NE) quadrant are more likely to give a rating of “4” to *beautification and landscaping on city roadways*.

Q. 21: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating? (UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give ____ this rating?</i>	2004	2006	2007 (n=151)
Snow removal comments / snow removal	--	--	28%
Miscellaneous street / road comments / pot holes	--	--	27%
Recycling comments	--	--	17%
Beautification comments	--	--	7%
Garbage / garbage collection	--	--	6%

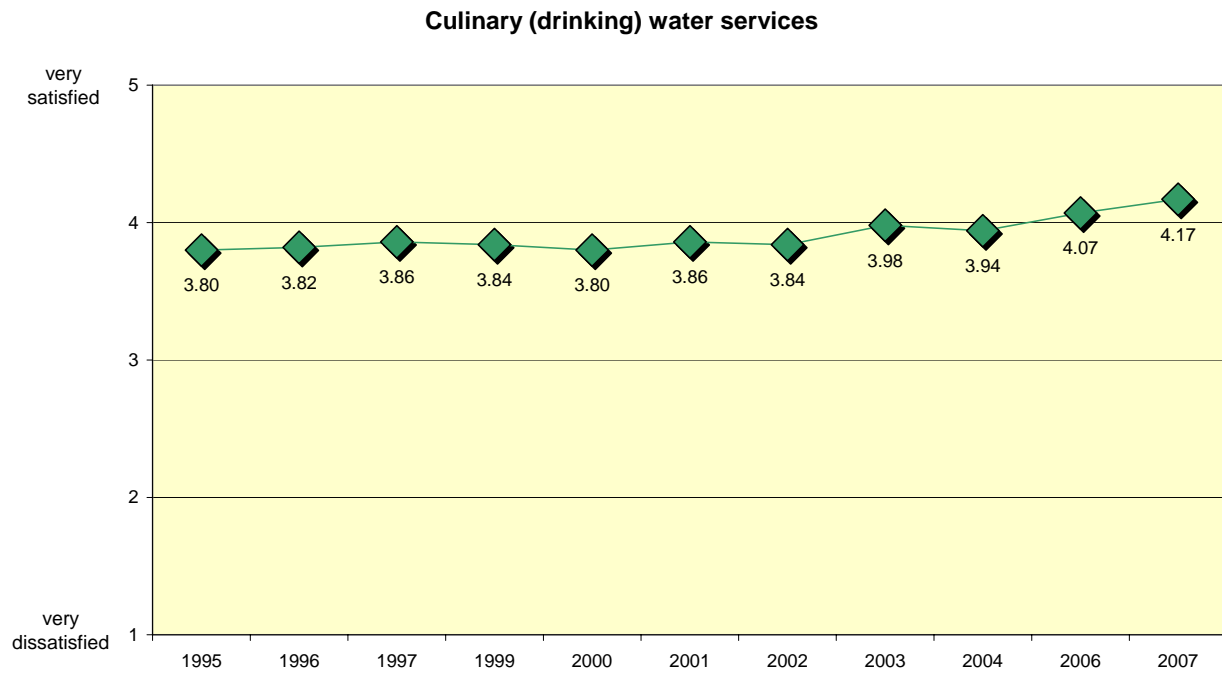
* Top responses shown; all responses are listed in Appendix B.

Q. 22–25: Now regarding the PUBLIC UTILITIES DEPARTMENT...



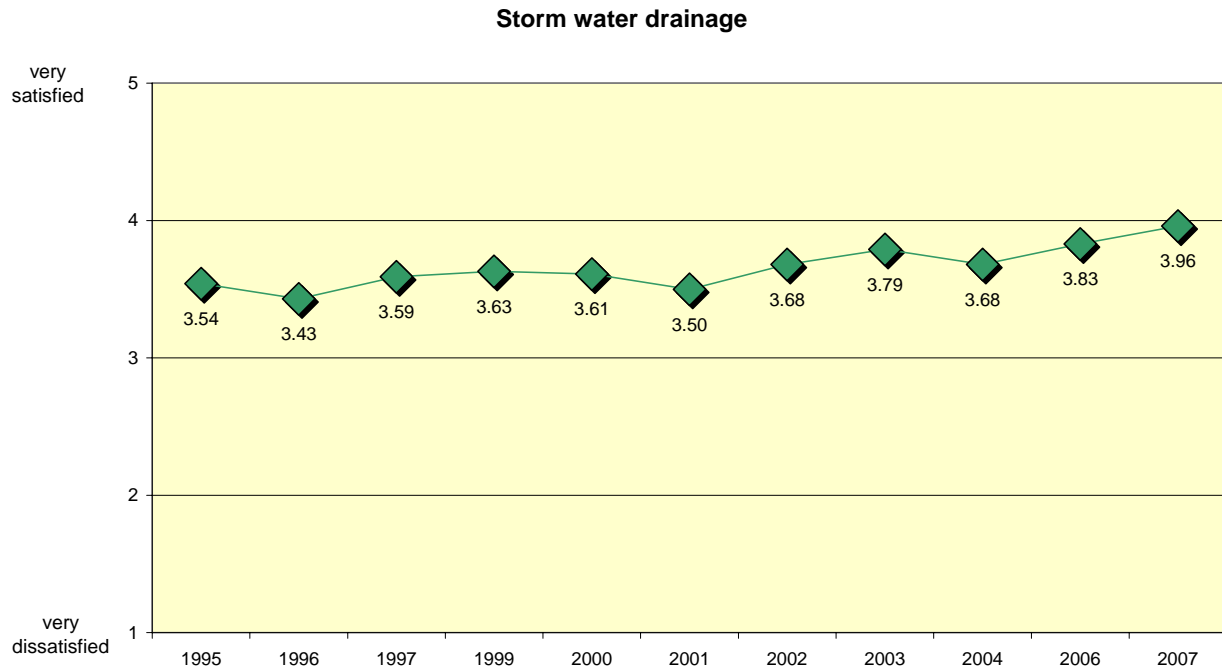
- ✓ Females are more likely to give a higher rating to the *utility billing system*.
- ✓ Respondents with an annual household income of \$100,000–\$150,000 are more likely to give a rating of “4” to the *utility billing system*.
- ✓ Respondents with an annual household income of \$80,000–\$100,000 are more likely to give a rating of “5” to the *utility billing system*.

(cont.) Q. 22–25:



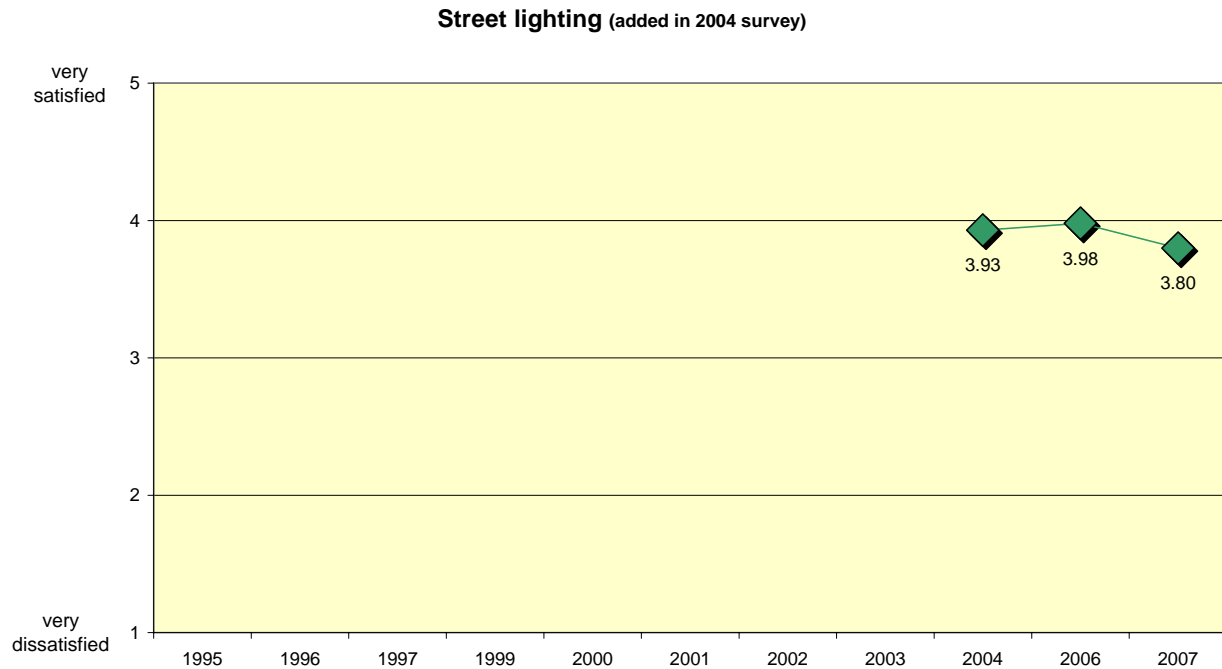
- ✓ Respondents age 65 and over and those who do not have children age 16–17 are more likely to give a rating of “5” to *culinary water services*.
- ✓ Respondents age 34–55 and those with children age 16–17 are more likely to give a rating of “4” to *culinary water services*.

(cont.) Q. 22–25:



- ✓ Respondents with children age 4–5 and those with an annual household income of \$80,000–\$100,000 are more likely to say they are very satisfied (“5” rating) with *storm water drainage*.
- ✓ Respondents with an annual household income of \$60,000–\$80,000 or \$100,000–\$150,000 are more likely to give a rating of “4” to *storm water drainage*.

(cont.) Q. 22–25:



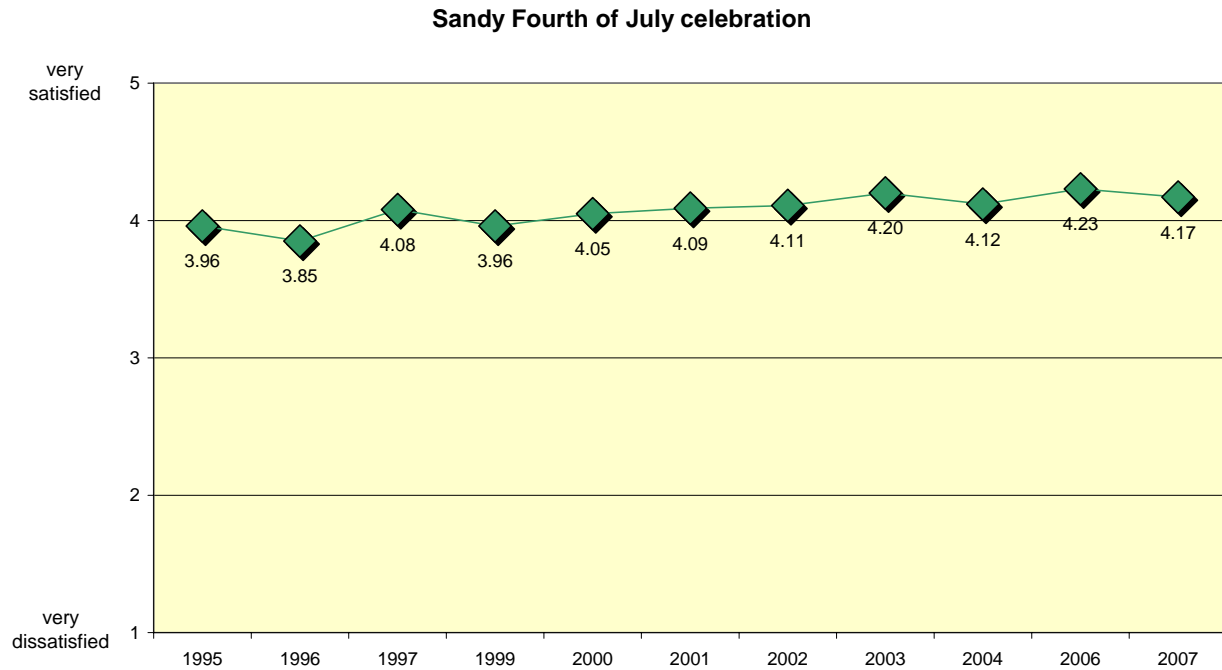
- ✓ Respondents who do not have children age 14–15 are more likely to say they are very satisfied (“5” rating) with *street lighting*.
- ✓ Respondents who have children age 14–15 are more likely to give a rating of “4” to *street lighting*.

Q. 26: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating? (UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give _____ this rating?</i>	2004	2006	2007 (n=91)
Street lighting	--	--	46%
Utility billings comments	--	--	18%
Storm water drainage / flooding	--	--	14%
Culinary water comments	--	--	8%
Utilities too expensive	--	--	3%

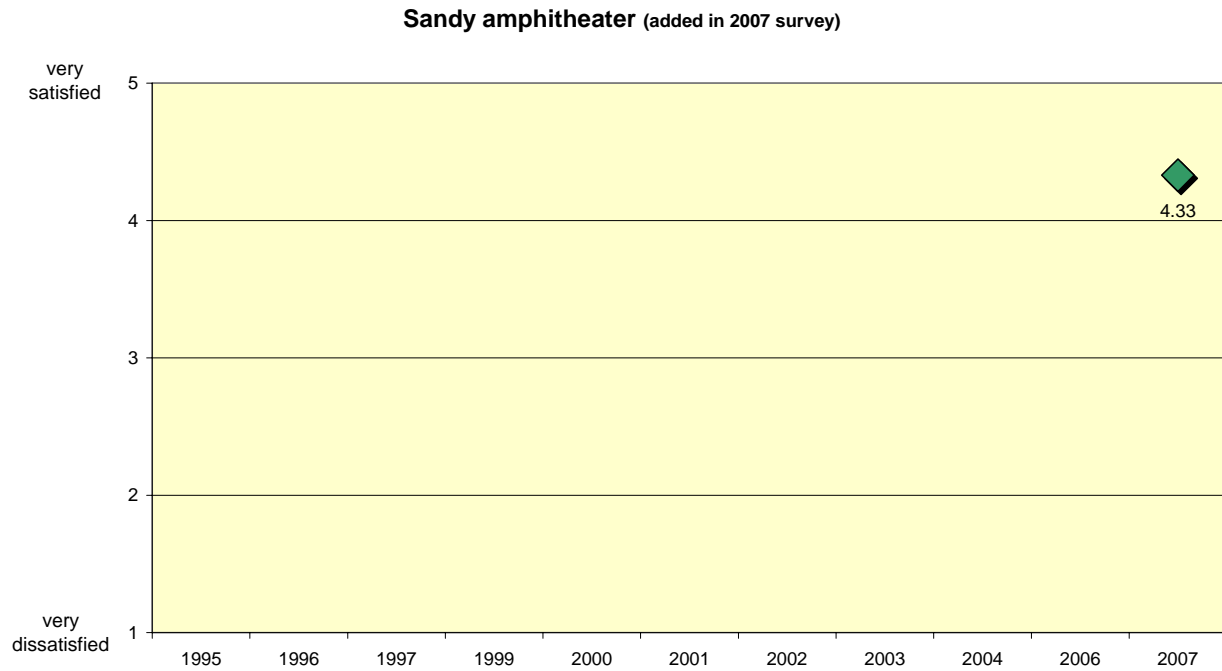
* Top responses shown; all responses are listed in Appendix B.

Q. 27–28: Using the same 1-to-5 scale, please rate the following COMMUNITY EVENTS...



- ✓ Females and respondents with children age 6–7 are more likely to give a rating of “5” to the *Sandy Fourth of July celebration*.
- ✓ Males and respondents who do not have children age 6–7 are more likely to give a rating of “4” to the *Sandy Fourth of July celebration*.

(cont.) Q. 27–28:



- ✓ Females are more likely to give a rating of “5” to the *Sandy Amphitheater*.
- ✓ Males are more likely to give a rating of “4” to the *Sandy Amphitheater*.

Q. 29: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?
(UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give _____ this rating?</i>	2004	2006	2007 (n=15)
Amphitheater / production comments	--	--	47%
Haven't heard or seen any advertising	--	--	25%

* Top responses shown; all responses are listed in Appendix B.

Q. 30–35: Are you satisfied or dissatisfied with the following City RECREATION PROGRAMS AND FACILITIES services? Please use a 1-to-5 scale with one meaning “very dissatisfied” and five meaning “very satisfied.”



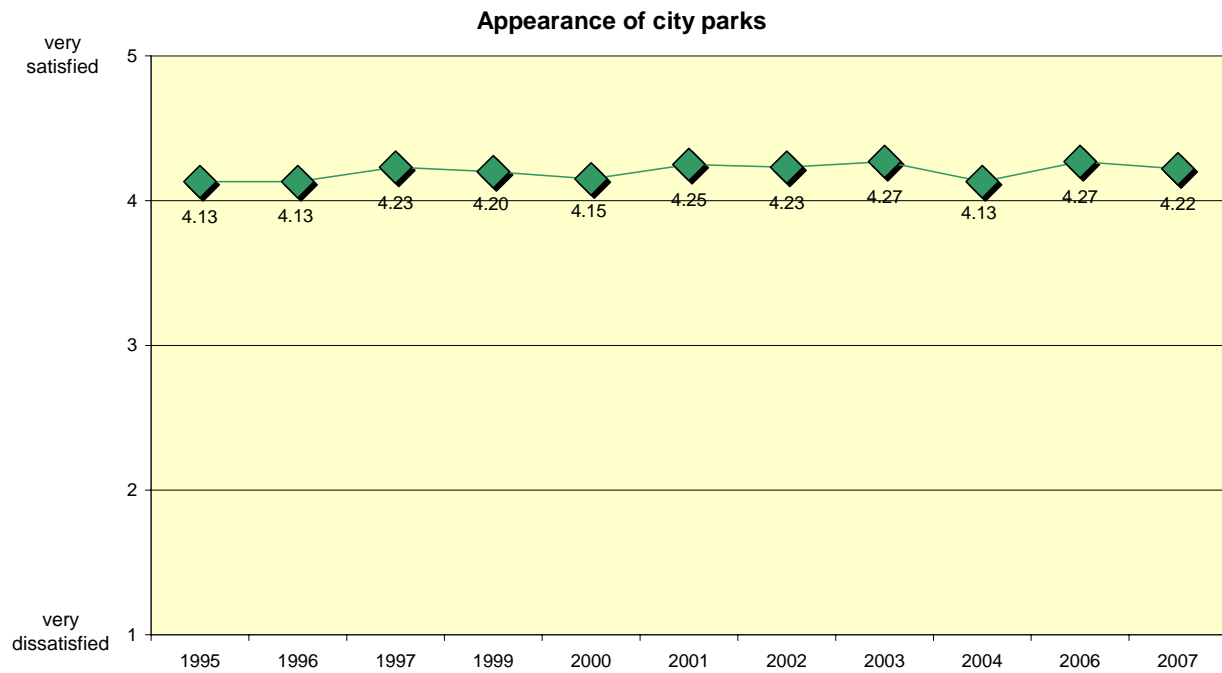
- ✓ Females and respondents with children age 6–7 are more likely to give a rating of “5” to *youth recreation programs*.

(cont.) Q. 30–35:



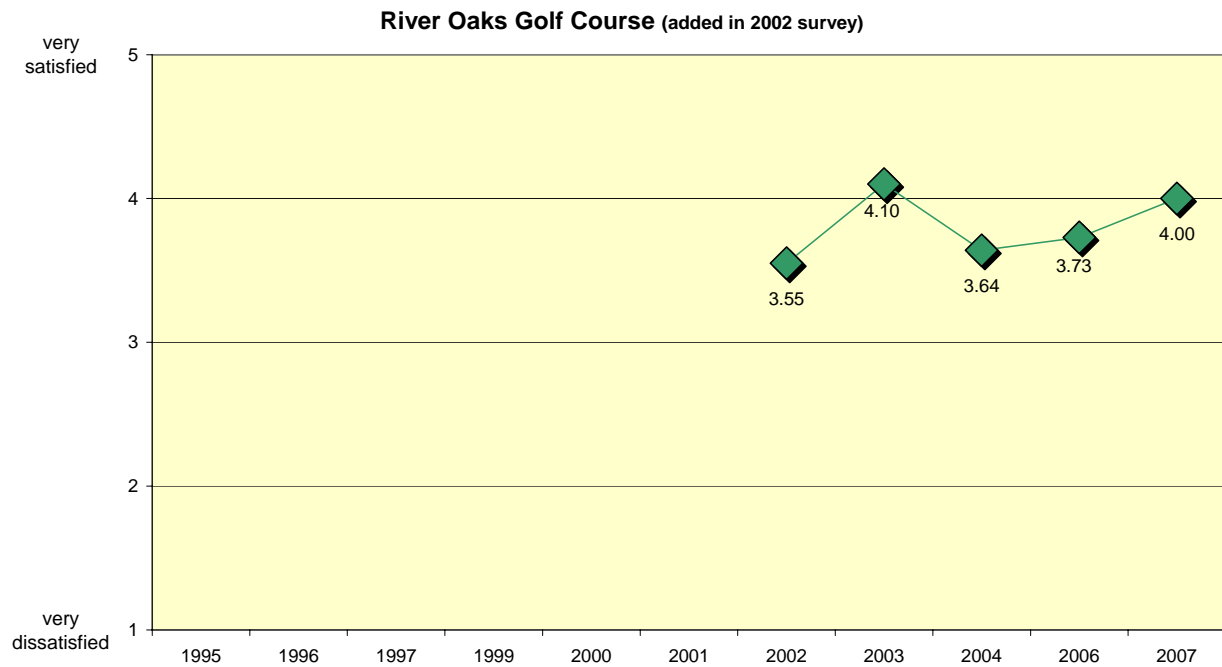
- ✓ Females are more likely to give a rating of “5” to *adult recreation programs*.

(cont.) Q. 30–35:



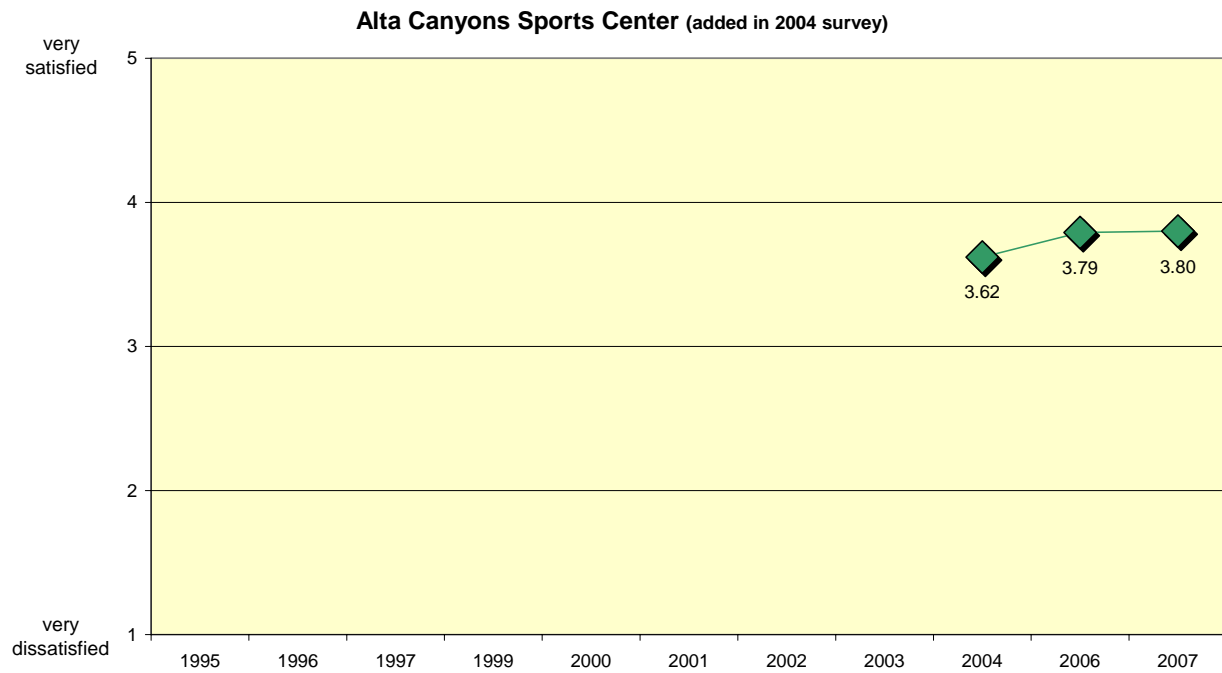
- ✓ Females, respondents age 18–34 or 65 or older, and those who have lived in Sandy for 5 years or less are more likely to give a rating of “5” to *appearance of city parks*.

(cont.) Q. 30–35:



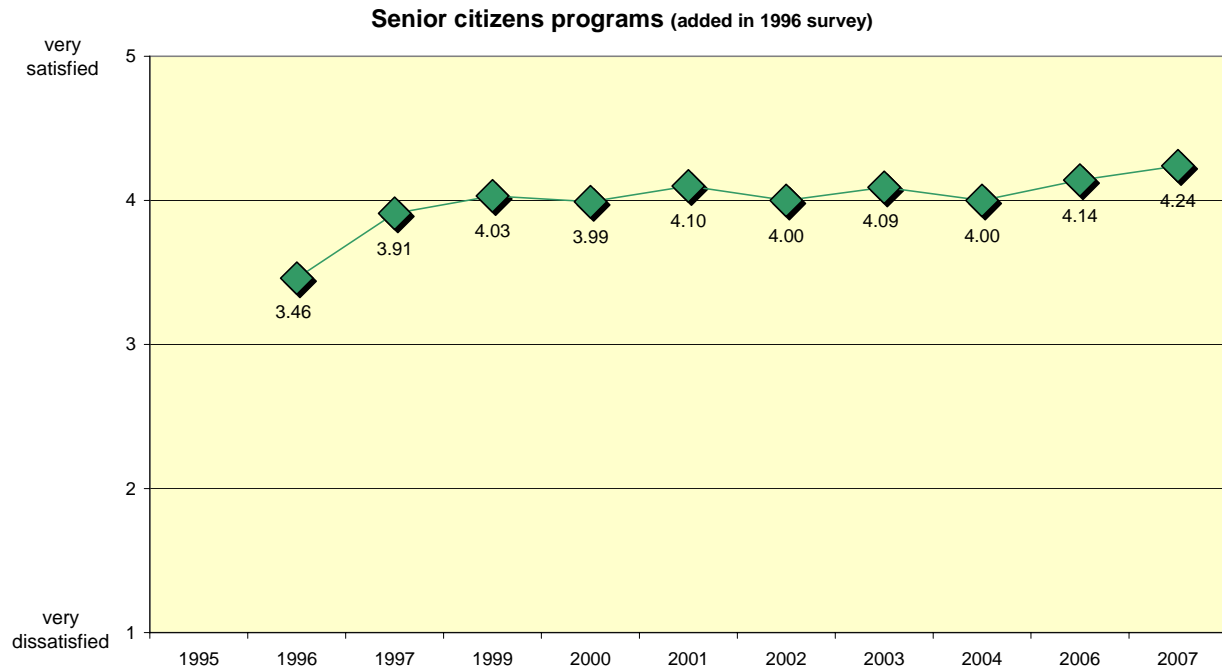
- ✓ Females are more likely to give a higher rating to the *River Oaks Golf Course*.
- ✓ Respondents with a bachelor's degree are more likely to give a rating of "4" to the *River Oaks Golf Course*.

(cont.) Q. 30–35:



- ✓ Females are more likely to give a rating of “5” to the *Alta Canyon Sports Center*.
- ✓ Males, respondents age 65 and older, and those who do not have children age 0–5 are more likely to give a rating of “4” to the *Alta Canyon Sports Center*.

(cont.) Q. 30–35:



- ✓ Females, respondents age 65 and older, those who do not have children age 12–18, and those with a lower annual household income are more likely to give a rating of “5” to *senior citizens programs*.

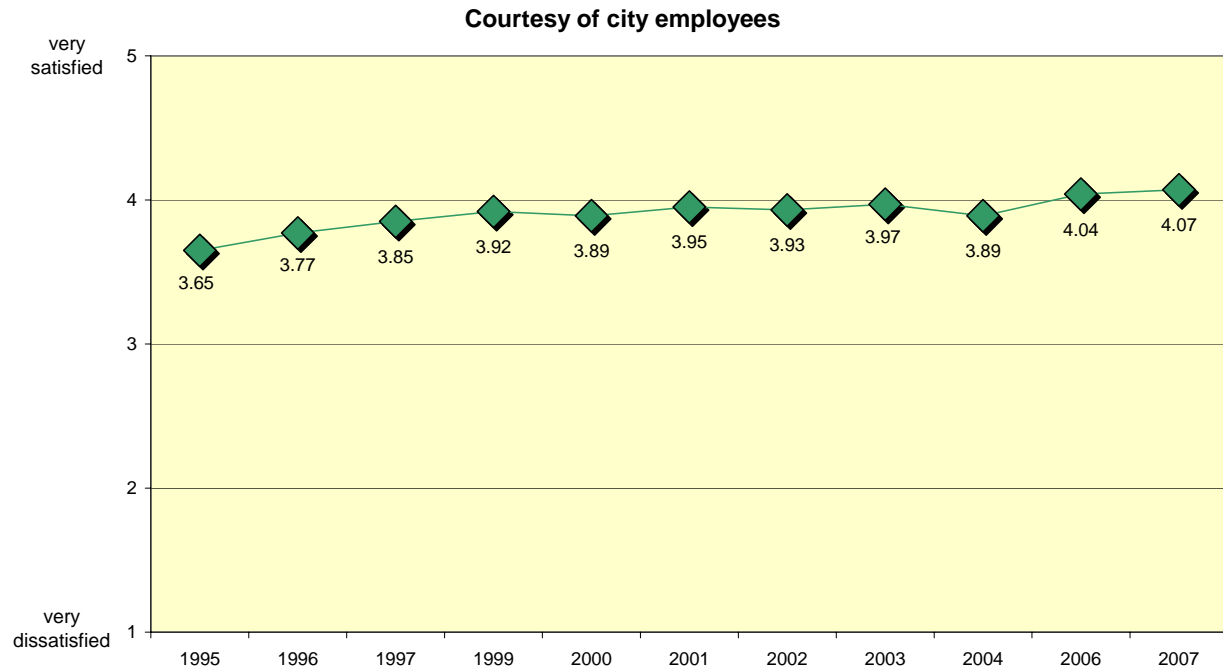
Q. 36: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating?
(UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give _____ this rating?</i>	2004	2006	2007 (n=49)
Should be improved / upgraded	--	--	27%
Limited in what they offer	--	--	10%
River Oaks Golf Course	--	--	9%
Youth recreation comments	--	--	7%
Appearance of city parks	--	--	7%

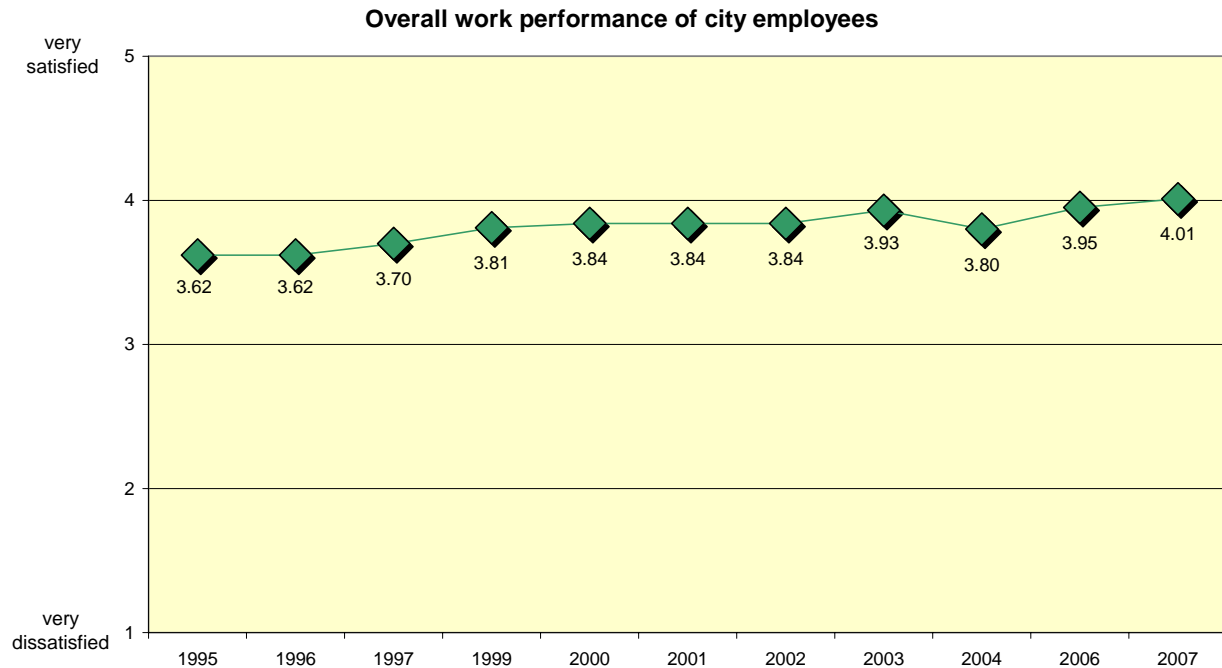
* Top responses shown; all responses are listed in Appendix B.

Using the same 1-to-5 scale, are you satisfied or dissatisfied with the following...?

Q. 37: Courtesy of city employees



- ✓ Females, respondents who have children age 4–5, those who do not have children age 12–18, and those with a lower annual household income are more likely to give a rating of “5” to *courtesy of city employees*.
- ✓ Respondents who have children age 12–18 and those with an annual household income of \$80,000–\$100,000 are more likely to give a rating of “4” to *courtesy of city employees*.

Q. 38: Overall work performance of city employees

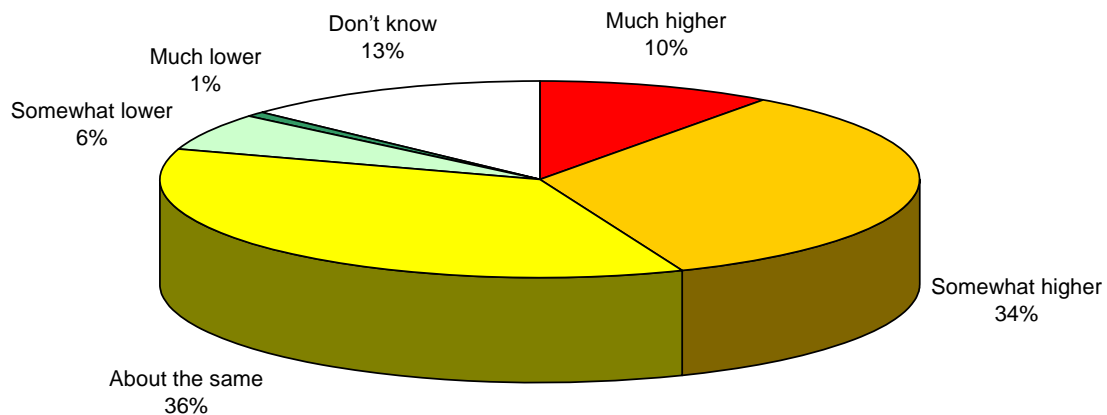
- ✓ Females and respondents who have children age 0–5 are more likely to give a rating of “5” to *overall work performance of city employees*.
- ✓ Respondents who do not have children age 0–5 and those who have children age 16–17 are more likely to give a rating of “4” to *overall work performance of city employees*.

Q. 39: [IF 1 OR 2 ON ANY SERVICE ABOVE] Why do you give ____ this rating? (UNAIDED; new in 2007)

<i>If 1 or 2: Why do you give this rating?</i>	2004	2006	2007 (n=20)
Courtesy comments	--	--	51%
Work performance of employees	--	--	33%

* Top responses shown; all responses are listed in Appendix B.

Q. 40: What is your perception of city property taxes in Sandy compared to other cities in Salt Lake County? Would you say they are... (new in 2007)

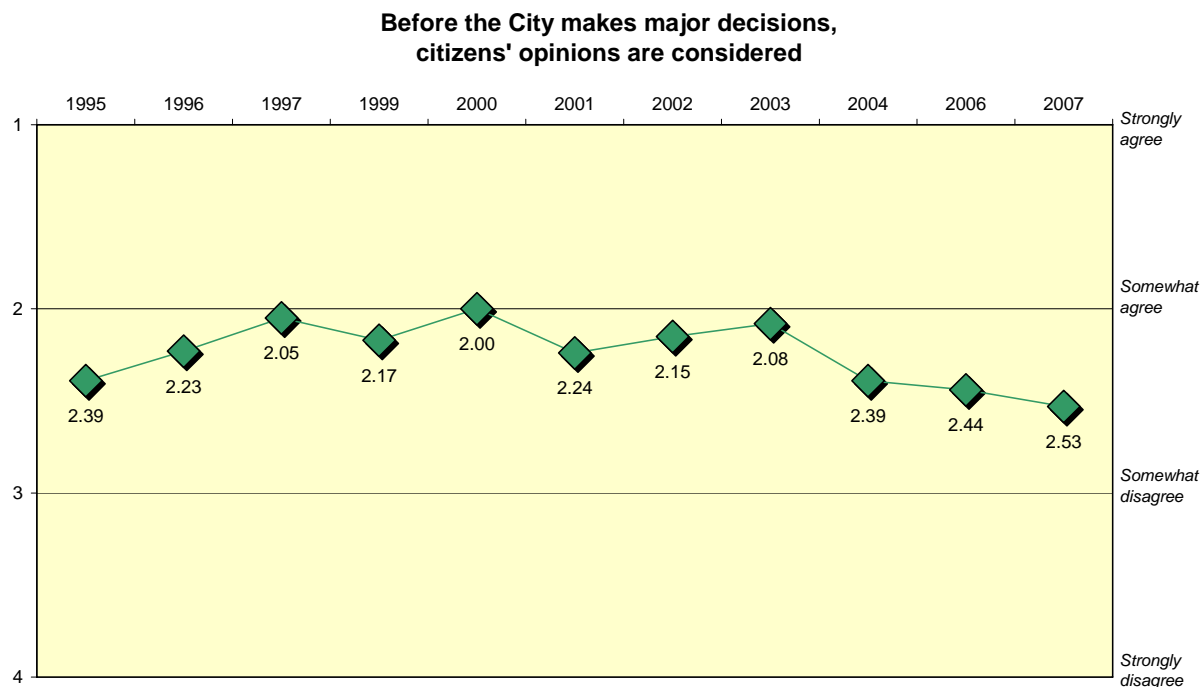


- ✓ Respondents who have lived in Sandy for 21 years or longer are more likely to say that the city's property taxes are *much higher* or *somewhat higher* than in other cities in the county
- ✓ Respondents who live in the Crescent (SW) quadrant and those who have lived in Sandy for 20 years or less are more likely to say that the city's property taxes are *about the same*.

Q. 41–45: Please tell me whether you agree or disagree with the following statements about Sandy. (1–4 scale, where a lower mean score indicates stronger agreement)

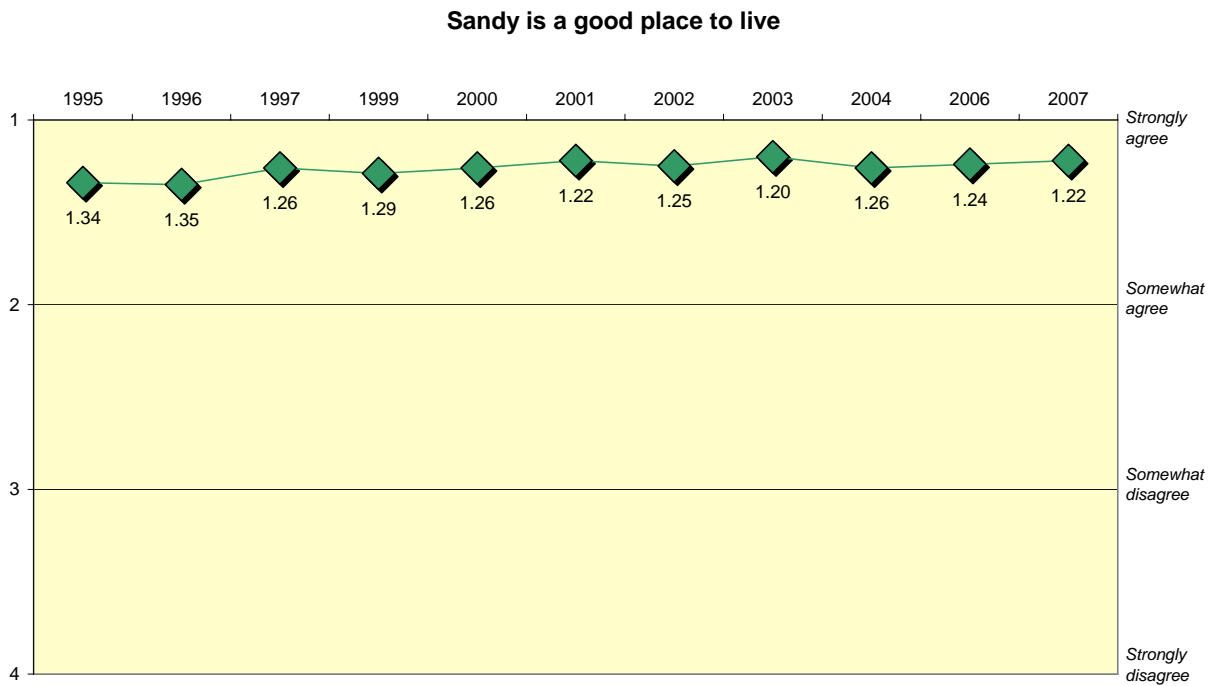
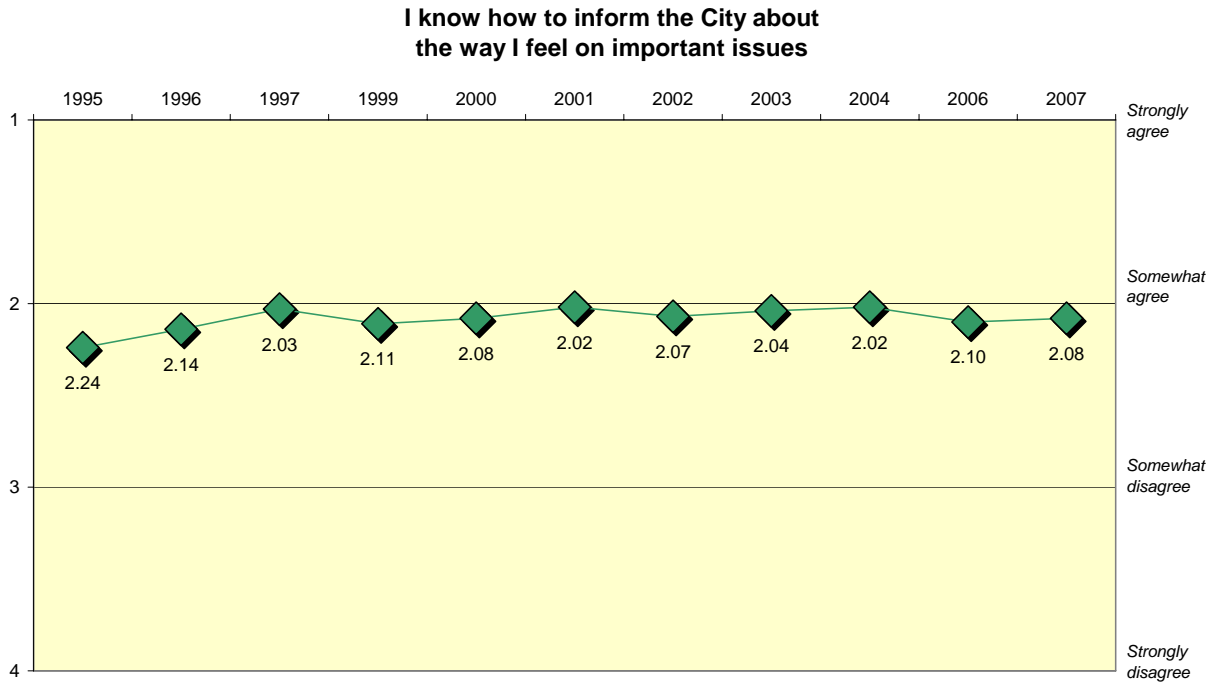
Please tell me whether you agree or disagree with the following statements about Sandy.	2004	2006	2007
Before the city makes major decisions, citizens' opinions are considered	2.39	2.44	2.53
I know how to inform the city about the way I feel on important issues	2.02	2.10	2.08
Sandy is a good place to live	1.26	1.24	1.22
Overall, I feel safe living in Sandy and my neighborhood	1.32	1.29	1.30
I take pride in telling others that I live in Sandy.	--	1.40	1.33

* Scale: 1 / strongly agree, 2 / somewhat agree, 3 / somewhat disagree, and 4 / strongly disagree

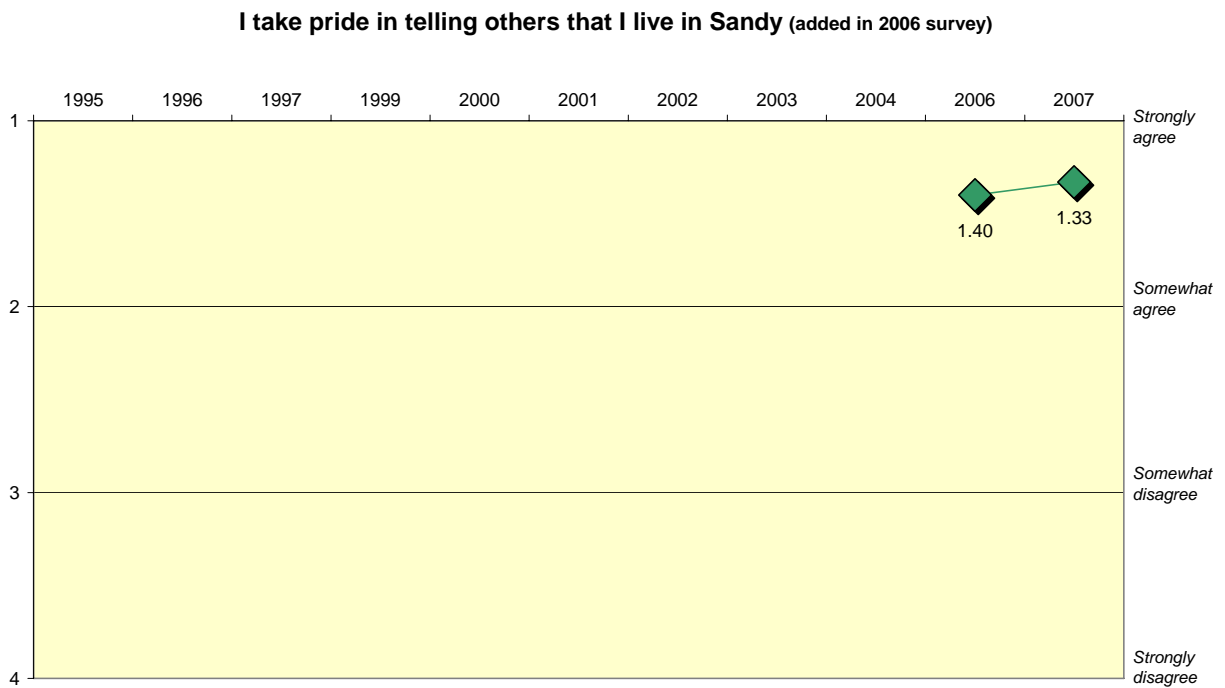
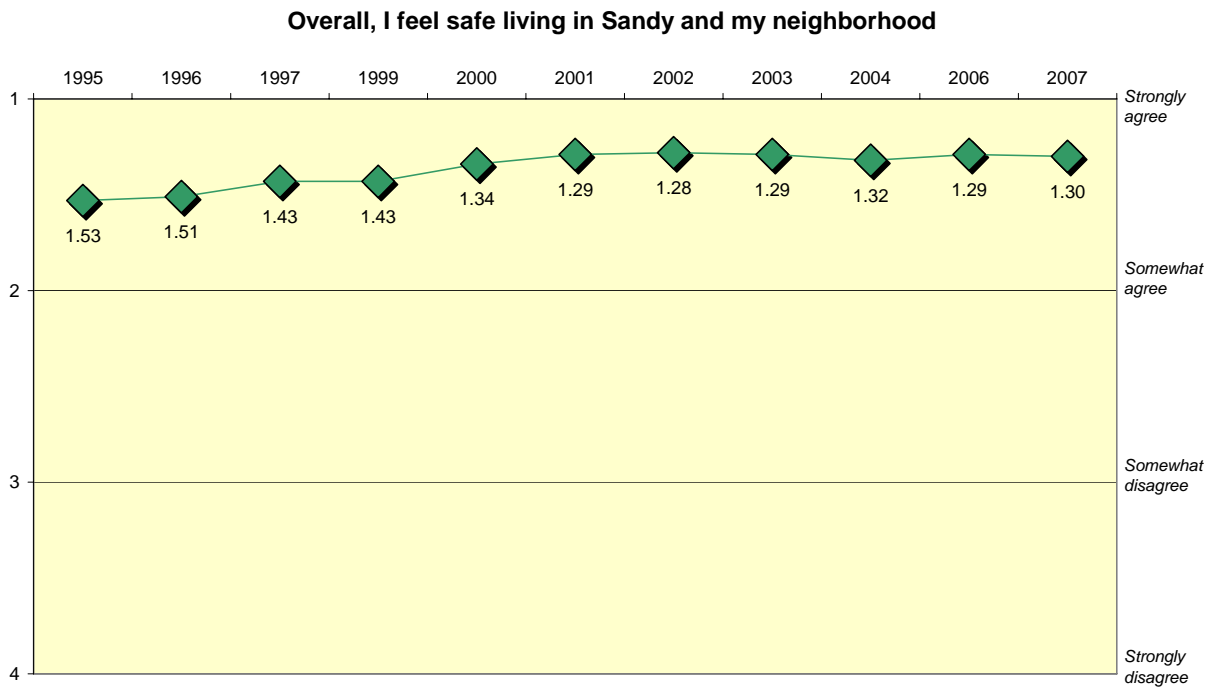


- ✓ Females, respondents age 35–44, those who have lived in the city 6–10 years, those who have five or more people in their household, and those who have children age 6–11 are more likely to *agree* that citizens' opinions are considered before the city makes major decisions.
- ✓ Males, respondents age 55 and older, those who have lived in Sandy for 11–20 years, those who have either one or two people in their household, and those who do not have children under age 18 are more likely to *strongly disagree* with this statement.

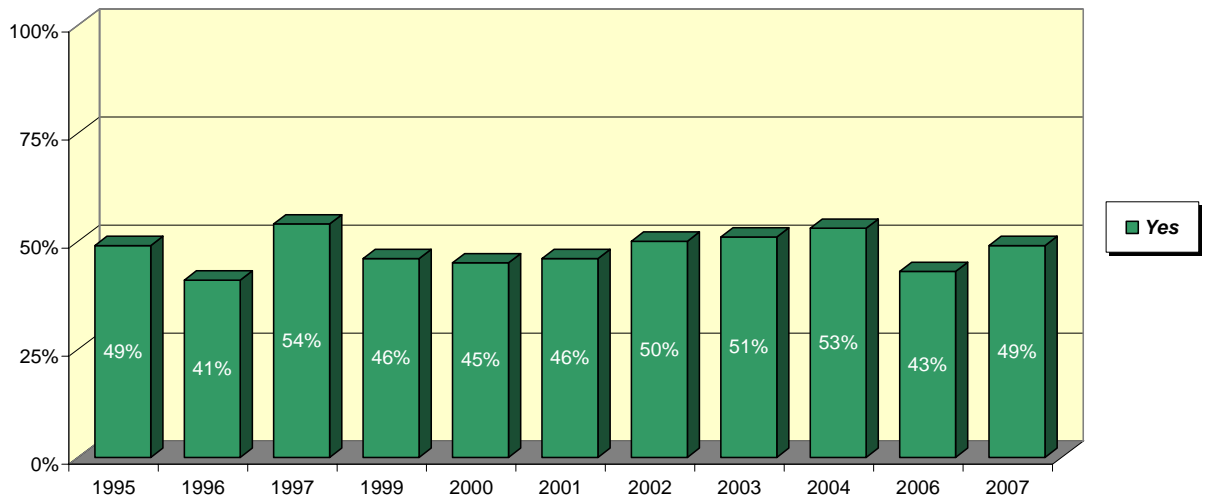
(cont.) Q. 41–45:



(cont.) Q. 41–45:

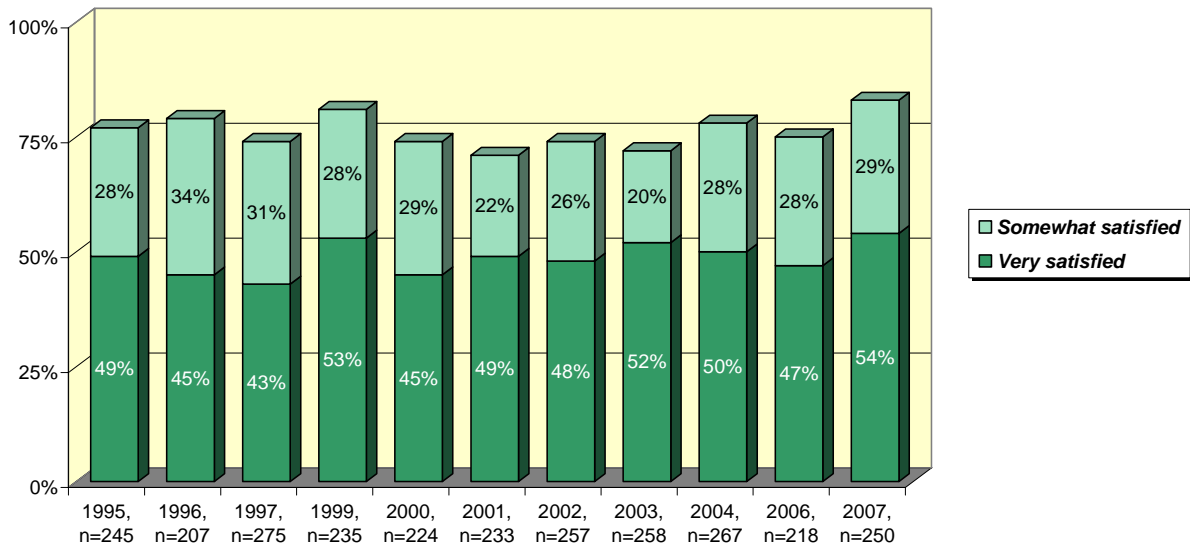


Q. 46: During the past year have you contacted any Sandy City office to seek service, information, or to file a complaint?



- ✓ Males, respondents with higher educational attainment, those from households of either two or five people, and those who have children age 6–11 are more likely to say they *have contacted* the city.

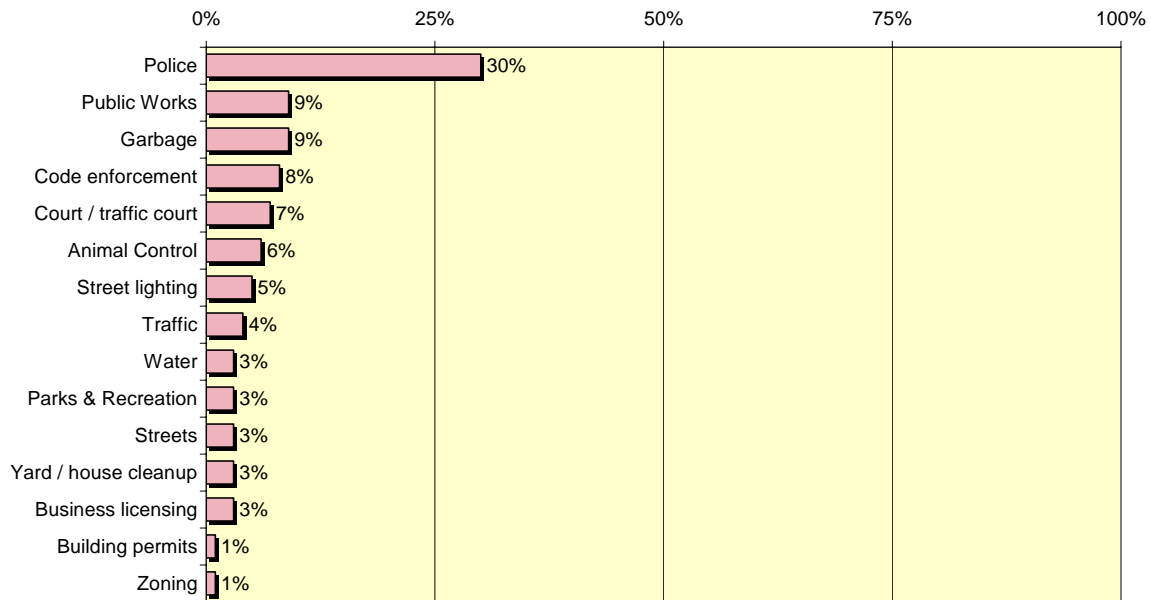
Q. 47: [IF YES] Were you generally satisfied or dissatisfied with the city's response?



- ✓ Respondents who have lived in Sandy for 10 years or less are more likely to say they were *very satisfied* with the city's response.

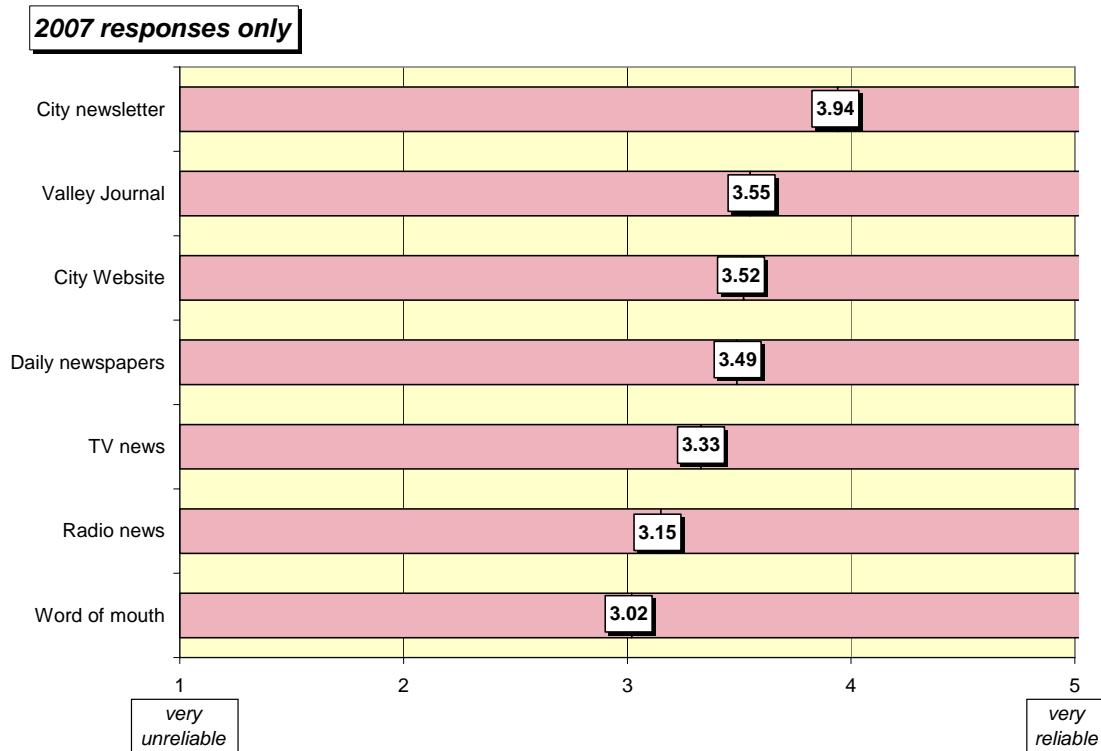
Q. 48: [IF DISSATISFIED] Which department did you contact and why were you dissatisfied? (UNAIDED; new in 2006)

2007 responses only; n=40



All responses are listed in Appendix B, Respondent Comments.

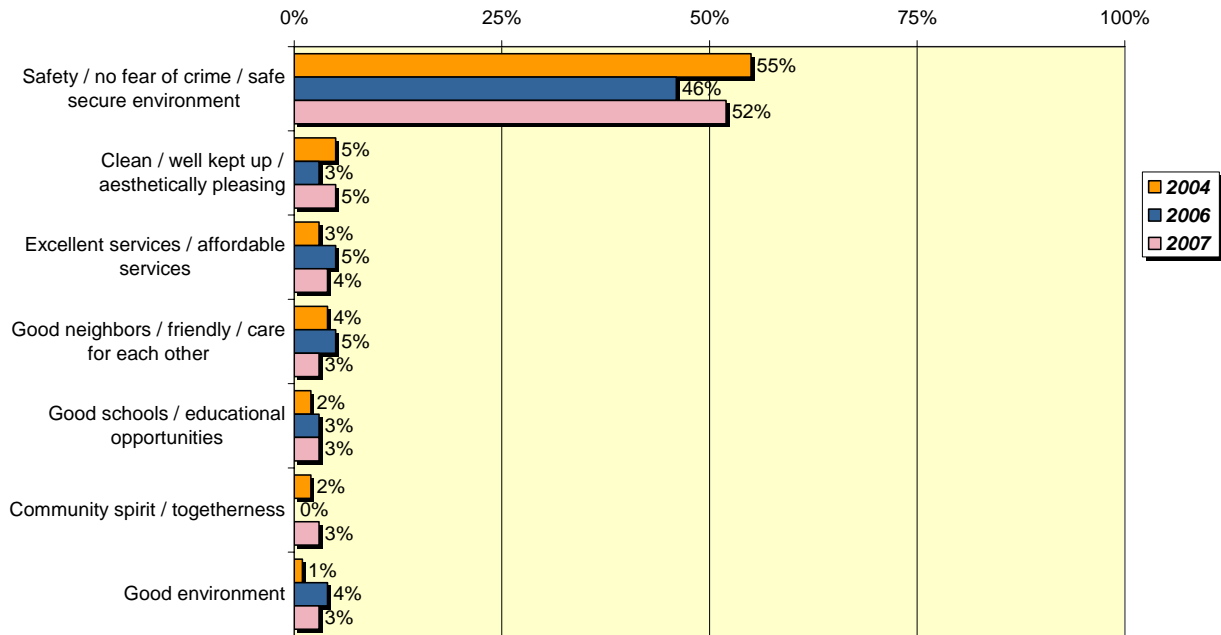
Q. 49–55: Using a 1–5 scale, with one meaning “very unreliable” and five being “very reliable,” how reliable do you consider each of the following sources in helping you understand Sandy City issues?



- ✓ Females are more likely to say *daily newspapers* are *very reliable* (“5” rating).
- ✓ Males are more likely to say *daily newspapers* are unreliable (rating of “1” or “2”).
- ✓ Females and respondents with lower educational attainment are more likely to say the *Valley Journal* is reliable.
- ✓ Females and respondents who have children age 6–11 are more likely to say that *TV news* is reliable.
- ✓ Males are more likely to say that *TV news* is unreliable.
- ✓ Females and respondents who have children age 6–11 are more likely to say that *radio news* is reliable.

Q. 56: Sandy City's mission statement is "Working together to enhance the quality of life in our community." As you think about this mission statement, how would you personally define quality of life? What makes a good quality of life for you and your family? (UNAIDED)

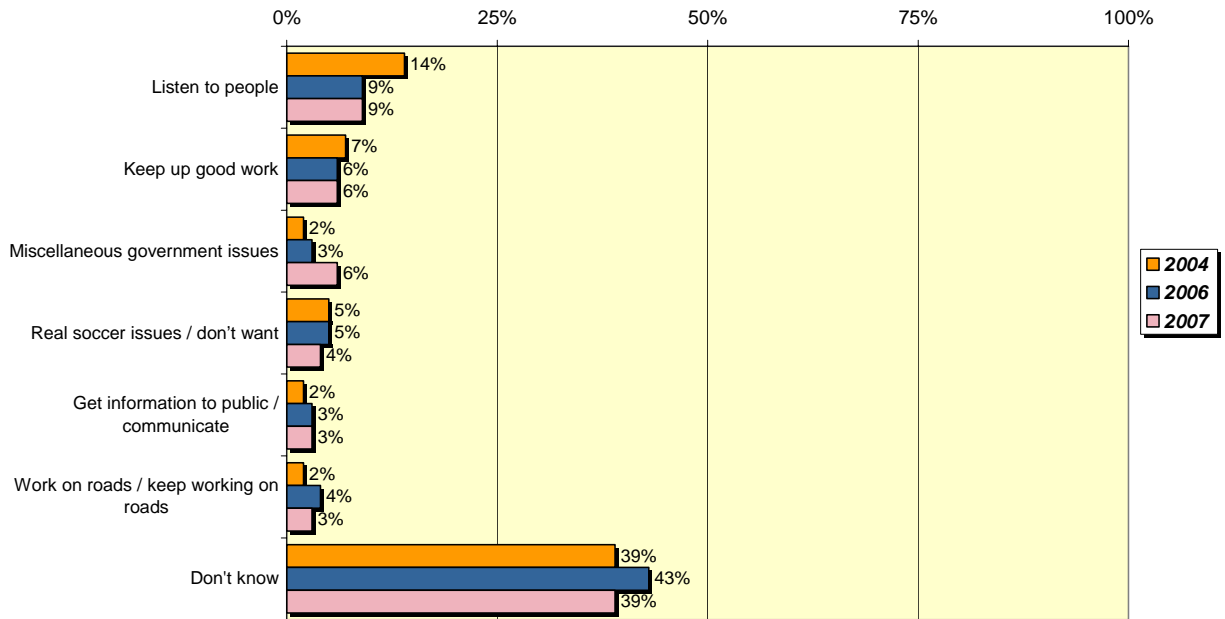
TOP responses listed for last three surveys only



*All responses are listed in Appendix B, Respondent Comments.

Q. 57: Finally, what suggestions, comments, or questions do you have for those managing Sandy City? (UNAIDED)

TOP responses listed for last three surveys only



*All responses are listed in Appendix B, Respondent Comments.

Copyright Notice

All materials (whether in hardcopy or electronic media) in this document, including, but not limited to text, content, charts, graphs, and images are protected by copyright laws. You may not copy, reproduce, distribute, publish, transmit, display, modify, transfer, sell, create derivative works, or in any way exploit any part of these materials without prior written permission from Dan Jones & Associates (see contact information below) and the client who commissioned this study. In addition, these files may not be used to construct any kind of database.

You may download or copy content and other downloadable items displayed on www.djasurvey.com or in this report for personal use only, provided that you maintain all copyright and other notices contained therein. Copying or storing of any content for other than personal use is expressly prohibited.

To request permission to copy, please contact:

Dan Jones & Associates
Copyright Permission Department

515 South 700 East, Suite 3H
Salt Lake City, UT 84102

801.322.5722 (phone)

801.322.5725 (fax)

copyright@djasurvey.com

<http://www.djasurvey.com/copyright>